659

BROADCASTING

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Broadcast Advertising

Washington, D. C.
November 1, 1937

Foreign
$4.00 the Year

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$3.00 the Year
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THE kangaroo is noted for the great JUMPS it makes. The sales of those sponsors who use this greater-New York station soon acquire a reputation for doing the same sort of thing. sic: for every $5.00 one current WOR sponsor spends, he receives $281.00 in return!

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Avoid the surgeon's knife!

SALES Sluggish? . . . Use that dynamic tonic . . . Radio Broadcasting. But don't use it like a shot in the arm . . . with a hypodermic needle. Use it consistently and well. Select your markets, your radio stations, your programs and your time on the air . . . as carefully as a surgeon selects his antiseptics . . . If you have been thinking of cutting your appropriation because sales have been sluggish, remember that many a major operation of that sort has been avoided by the use of radio under expert supervision . . . We maintain at every Hearst Radio office a staff of Radio Consultants who, in harmony with your advertising agents, will be glad to advise on radio potentialities for your particular purpose. Our time is your time . . . And remember, your business does not have to be sick to benefit by judicious broadcasting. Radio also keeps a perfectly healthy business strong.

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KOMA	Oklahoma City
KTSA	San Antonio
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NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

"Serving the Public Interest"

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Many Threads make a Strong Line

IT'S the combined strength of all the threads that counts when a stout line holds a leaping, fighting sailfish.

And it's the combined strength of a network of stations that counts when one conducts a sales campaign in the New England multi-market region.

The Yankee Network gives complete, effective coverage with fourteen stations, each situated in an urban shopping center and serving that center's entire market area.

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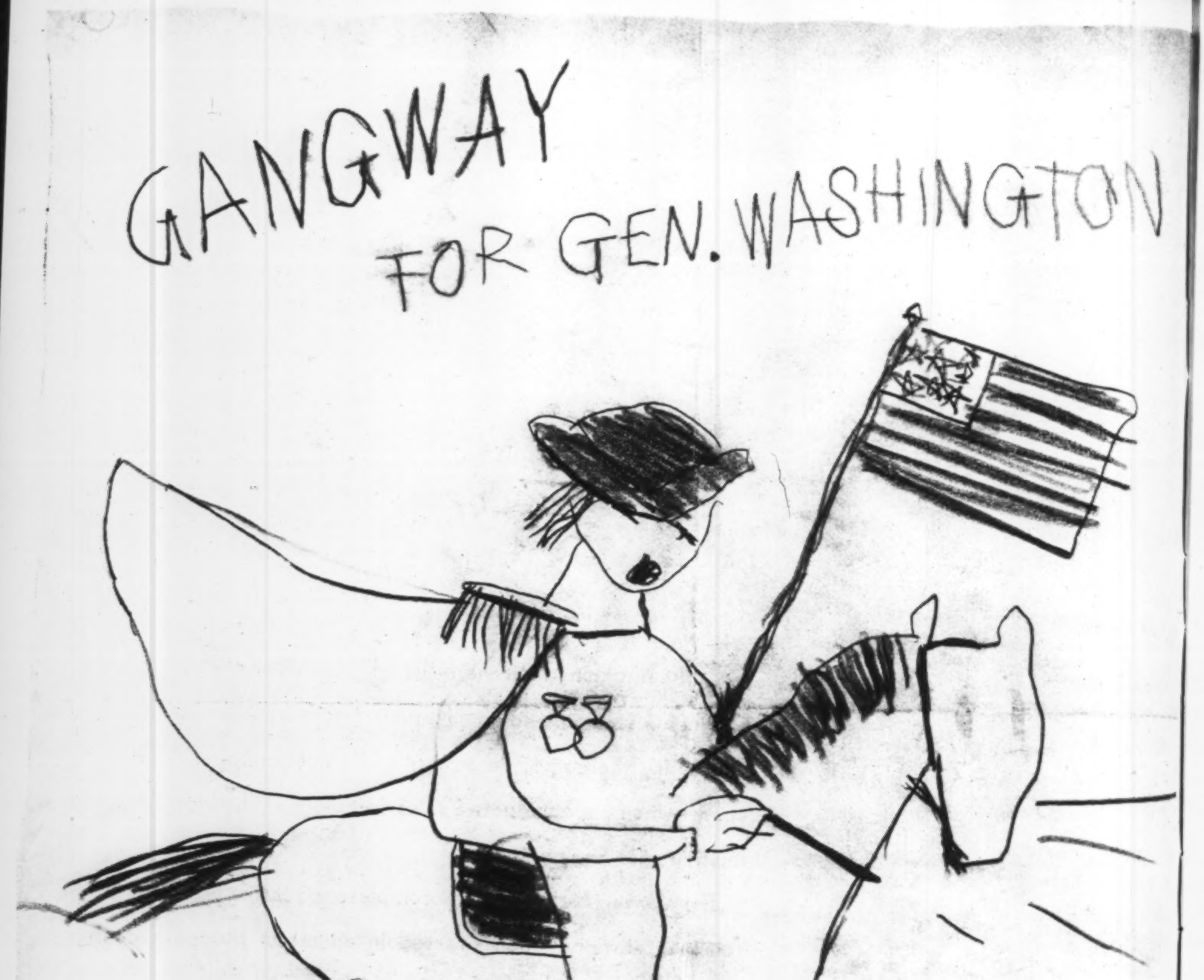
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport New Haven	WLLH	Lowell
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta

Put Fourteen-Station Strength Behind Your Program

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

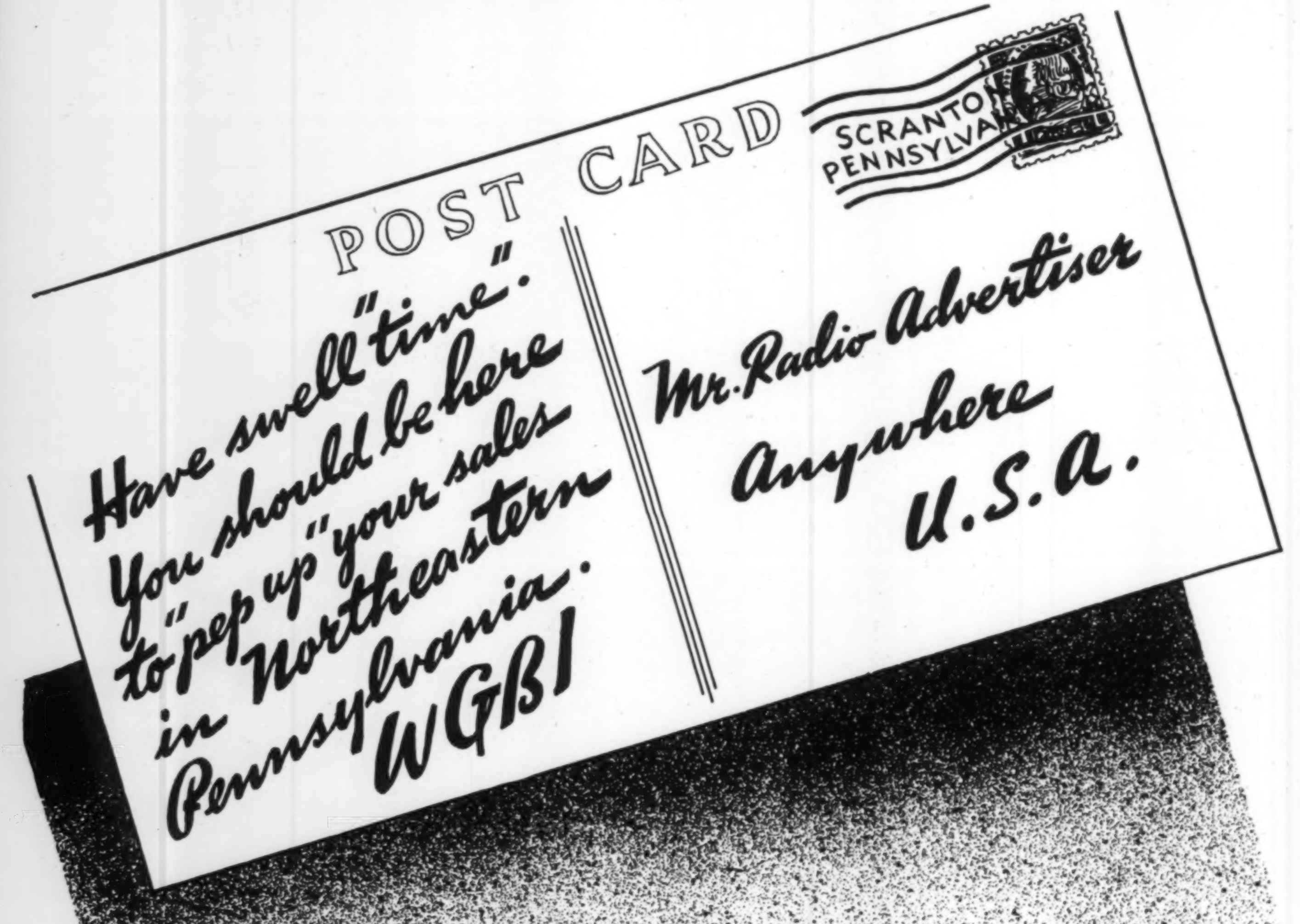

GANGWAY
FOR GEN. WASHINGTON
THEODORE S.

PORTRAIT OF A HERO

A pencil eased this child's bubbling patriotism. And in pride, he mailed us his drawing. He had just heard history dramatized by Columbia's *School of the Air*. "Gangway!"—move over ye football players—make room for another hero, *living* in a boy's mind!

EVERY afternoon at two-thirty, from Monday through Friday, text-books and school-walls are pushed aside. To more than 6,000,000 American children, broadcasts of Columbia's *School of the Air* bring a release from blackboards to the wide horizons of the world. And their teachers each year exhaust an edition of 50,000 Manuals, prepared by Columbia to coordinate classroom instruction with the complete curriculum of the *School of the Air:* history, science, art, geography, literature, and current events. Now in its eighth year, this service stands alone in the development of American education through broadcasting: the only program of its scope on the air. ℂ But not only youth is served. Day and night, Columbia microphones pick up the racing pulse of history for the nation. *China's first lady pleads . . . the Japanese Vice-Foreign Minister maintains . . . refugees describe!* To the very echo of gun-fire, they bring the voice of the world into our homes, with a flexibility which often holds Columbia's schedule to an hour-to-hour, minute-to-minute basis. Millions, today, *know* the members of the Cabinet, the leading figures of the House and Senate, having heard their voices in exclusive Columbia series this year. Day by day, men of science, authors, educators, editors pass in a steady stream before the microphone. ℂ Since History is many things, our programs are as varied as the world they portray. They reach to the far limits of the world. And bring them home—wherever home may be.

THE COLUMBIA BROADCASTING SYSTEM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SCRANTON PENNSYLVANIA
Have swell "time".
You should be here
to "pep up" your sales
in Northeastern
Pennsylvania.
WGBI
Mr. Radio Advertiser
Anywhere
U.S.A.

WGBI, CBS outlet for northeastern Pennsylvania, delivers a strong clear signal to more than 175,000 radio homes. It is the only station with intense coverage in this area.

WGBI, Scranton, is in Pennsylvania's third largest city and centrally located in the 17th largest Metropolitan area of the U. S.

To "pep up" your sales in Pennsylvania, you must use WGBI.

WGBI *CBS*

SCRANTON BROADCASTERS INC • *Frank Megargee, President* • SCRANTON, PENNA.
1000 WATTS L. S. • 500 WATTS NIGHT • 880 KILOCYCLES •

National Representative: JOHN BLAIR & COMPANY

THE SHOWMANSHIP'S THE THING!

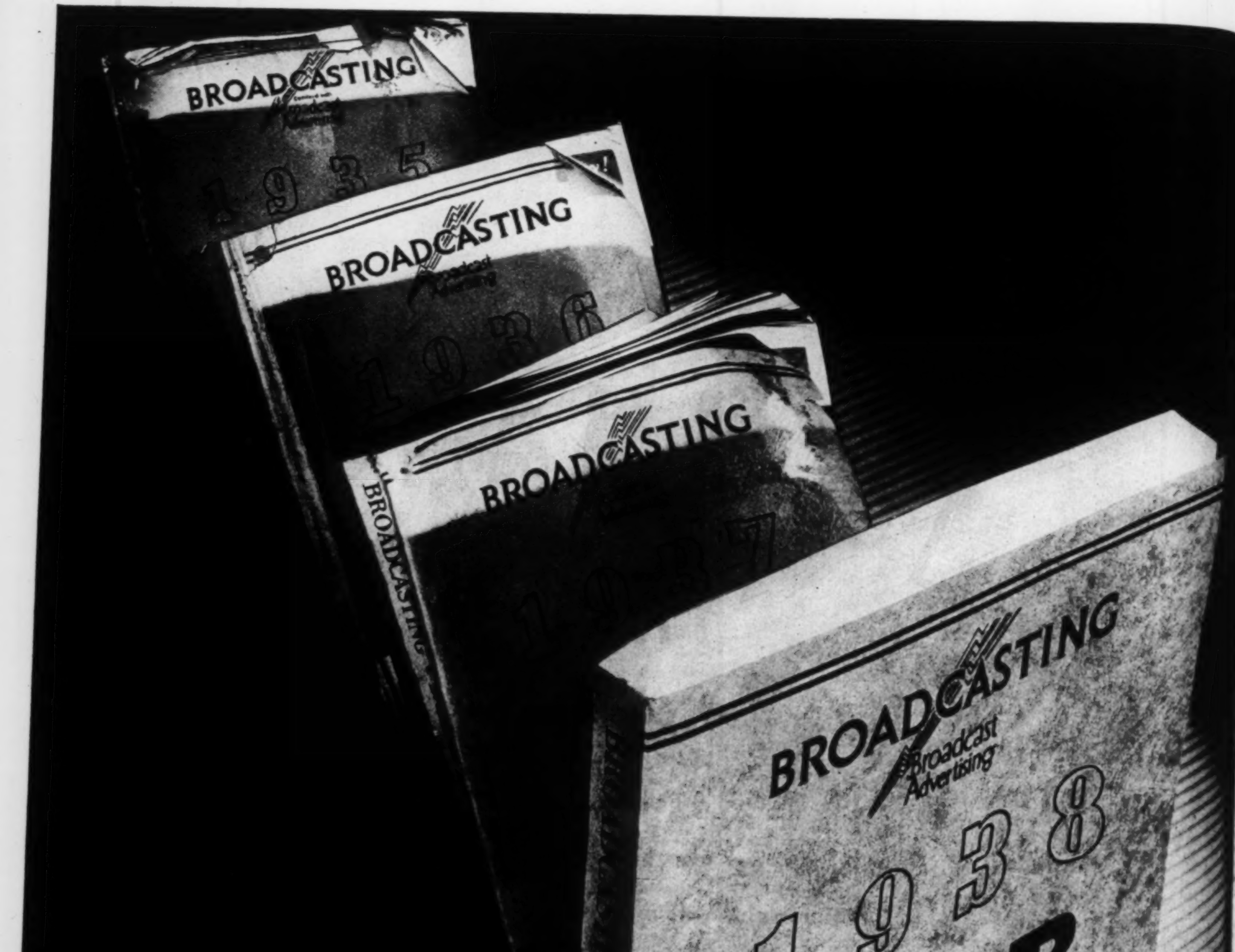
WBT-originated programs are *SHOWS*, from beginning to end. That, more than power* or anything else, explains why WBT remains without real competition in the Piedmont Section of North and South Carolina—where WBT serves a population of 2,000,000 people who have nearly 30% more spendable income than last year.

**50,000-watt WBT is the most powerful station between Philadelphia and Atlanta. It operates on 1080 KC.*

WBT

"The SHOWMANSHIP Station of the Nation"

Charlotte, North Carolina. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: NEW YORK • CHICAGO DETROIT • LOS ANGELES • SAN FRANCISCO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XUM

The 1938 YEARBOOK Number is in full production. Published annually since 1935, it profits by years of editing and an exact knowledge of what the broadcasting field needs. It guarantees circulation among all subscribers to BROADCASTING. Year 'round, it serves agency time buyers, radio advertisers, station and network executives, station and network engineers—in fact, everyone engaged in the business of broadcasting. Regular issue rates, and frequency discounts, apply.

RESERVE SPACE NOW!

RSHADOWING

ALL OTHERS

XUM

You get RESULTS quicker with the right tools

The proper tools—in skilled hands—can make short work of even a tough job like felling big timber.

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And make no mistake about this—WTIC covers a mighty worthwhile market—all of Connecticut, a slice of eastern New York, western Massachusetts, Vermont and New Hampshire. That accounts for about 4,000,000 people. As individuals they have 15% more spendable income than the national average, according to Government figures—and they account for 23% more retail sales and 50% more food sales per capita.

Briefly, here's a market you can use in your business. You can get results most profitably by using southern New England's number one station.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market

WTIC

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

50,000 WATTS
HARTFORD, CONN.

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 9 WASHINGTON, D. C., NOVEMBER 1, 1937 $3.00 A YEAR—15c A COPY

FCC Drafting Plans for Reorganization

By SOL TAISHOFF

Decision in Lawyer Case Is Awaited After Two Weeks of Hearings; Chairman Providing Forceful Leadership

AFTER a two-week lapse during which it sat in its rare capacity as a judicial tribunal, to the exclusion of practically all other activity, the McNinch-directed FCC has returned to its paramount task of revising rules and regulations to pave the way for introduction of its new plan of operation scheduled to become effective Nov. 15.

For eight solid business days, six members of the Commission heard testimony in the disbarment proceedings against two Washington attorneys practicing before it, on charges resulting from motions of the seventh member — George H. Payne. On the very first day of the proceedings—Oct. 19—Mr. Payne was disqualified from participating by a 5 to 0 vote of his colleagues after charges of "personal malice, bias and prejudice" had been lodged in behalf of the respondent attorneys—Paul M. Segal and George S. Smith.

Opinion Awaited

The unprecedented hearings closed at a night session Oct. 27, and the FCC immediately took the cases under advisement. As BROADCASTING went to press, there was no indication as to when the opinion would be rendered. As a matter of sheer speculation, it was felt that possibly a week or ten days would elapse, because it appeared evident that the Commission desired to exercise extreme care in rendering an opinion of such moment—particularly in the light of the Payne disqualification and the latter's challenge of the right of his colleagues to take such action.

The Segal-Smith hearings served as an effective prelude to the reorganization plans of the FCC's new chairman, Frank R. McNinch, and to its equally new member, T. A. M. Craven. It gave them the opportunity to observe at first hand the manner in which certain existing rules relating to broadcasting applications and procedure are invoked, and also to appraise the FCC's own legal staff executives in action. Both General Counsel Hampson Gary and Assistant General Counsel George B. Porter, who is assigned to broadcasting, participated in the proceedings as aides to the special New York counsel retained by the FCC.

Equally significant, however, was the manner in which the Commission's new chairman directed the hearings. The opening gavel had hardly sounded before he was confronted, along with his colleagues, with the Payne disqualification motion. There were no reserved rulings or dodgings of issues; the incident was handled from start to finish before the case itself got under way. And it was another in the series of actions of Mr. McNinch since he assumed the chairmanship Oct. 1 denoting the new and forceful leadership acquired by the FCC.

The Payne disqualification, in which Commissioners Sykes, Case, Brown and Craven concurred with the chairman, signalized a new division in the FCC. Only Commissioner Walker refrained from voting with the majority. He, in the first instance, had held that the FCC was without jurisdiction to consider the disqualification, and as a consequence he did not vote on the actual issue. Immediately following the vote, Commissioner Payne issued a press statement challenging the action.

Payne Drops Challenge

Thus, it appeared evident that Mr. Payne proposed to go his own way under the revised FCC structure. His threat to challenge the majority's action in court was dropped Oct. 28, when the Payne office announced he had abandoned plans to that end.

[The affidavit of Messrs. Segal and Smith to disqualify Mr. Payne; the FCC's order on the disqualification, and the Payne press statement are published in this issue].

Whether the FCC will be able to meet the Nov. 15 deadline for reorganization seemed to be in question because of the delay occasioned by the Segal-Smith proceedings. As announced Oct. 14, the reorganization plan offered by Chairman McNinch provides for abolition of the three divisions—Broadcast, Telephone and Telegraph—and participation of all seven members in deciding each case, whatever its category. The McNinch motion provided that the chairman prepare for submission to the Commission as early as possible such new and supplementary rules and regulations as are made necessary to effectuate the procedure.

While it was evident that every effort is being made to have the new rules in readiness prior to Nov. 15, the complexities of the problem and the race against time might combine to make a postpone-

FCC Order Disqualifying Payne In Lawyers' Trial. . . . . .

FCC order on motion of respondents for disqualification of Commissioner George Henry Payne:

At the hearing on the above entitled matter before Commissioner Frank R. McNinch, Chairman (presiding) and Commissioners T. A. M. Craven, Thad H. Brown, E. O. Sykes, Norman S. Case, Paul Walker, and George Henry Payne, in Hearing Room C, ICC Bldg., Washington, D. C., on October 19, 1937, a motion in writing was filed by respondents for an order disqualifying Commissioner George Henry Payne from the consideration of these proceedings and preventing him from participating therein in any manner. Said motion appearing to be in due form, it was entertained by the Commission, Commissioner Payne taking no part in its consideration and decision except as set forth below.

Now, UPON CONSIDERATION OF THE FOLLOWING MATTERS OF RECORD:

(1) Said motion of the respondents and of the affidavit of said respondents in support of said motion and of the certificate of respondents' counsel that such motion and affidavit were made in good faith and of counsel's statement and argument in support of such motion; and,

(2) The fact that said Commissioner George Payne had refused to accede to a suggestion of counsel for said respondents made in open hearing that he withdraw from participation in and consideration of these proceedings, which suggestion was made prior to any formal motion in the matter; and,

(3) The fact that said Commissioner George Henry Payne did not withdraw from consideration of these proceedings in response to a formal motion in writing directed to him, made by respondents following his refusal to accede to such suggestion, and moving that he withdraw from consideration of the proceedings and refrain from participating therein in any manner; and,

(4) The fact that said Commissioner George Henry Payne, in response to an inquiry from the Chairman at the open hearing as to whether said Commissioner Payne desired to file any motion, affidavit, answer or other paper or procedure in his own behalf in connection with said motion to disqualify, announced that he did not have any such desire; and,

(5) The fact that, in answer to a further inquiry of the Chairman at the open hearing as to whether said Commissioner George Henry Payne desired to be represented by counsel before the six Commissioners hearing said motion to disqualify, announced that he had no such desire; and,

(6) The fact that, in response to a question of the Chairman in open hearing as to whether he desired to offer any evidence relating to said motion and affidavit by way of rebuttal or otherwise, Commissioner Payne stated that he had no such desire or intention; and,

(7) The fact that the Chairman stated in open hearing that he did not conceive it to be the duty and maybe not even the privilege of the Commission under the circumstances to suggest to counsel for the respondents or to Commissioner Payne what their respective courses of action should be, after Commissioner Payne stated that, if the members of the Commission desired to obtain from him any information or statement in justification or denial of anything that appeared, he should be very glad to appear in person before the six Commissioners and testify under oath; and,

(8) The Chairman's further statement that, if said statement of Commissioner Payne (mentioned in (7) supra) was to be taken as a denial of all of the

(*Continued on page 24*)

ment necessary. Moreover, Commissioner Craven departed for Havana Oct. 28 as head of the American delegation to the important Inter-American allocations conference, and it was doubtful whether the changes would be effected during his absence. While the conference is expected to run at least a month, it is likely he will be in frequent communication with his colleagues.

The magnitude and extent of the reorganization is being eagerly awaited by the entire broadcasting and communications realm, and by the FCC staff from bottom to top. With the three divisions abolished, it is logically presumed that the various sections under each division similarly will be discontinued. At present each division has its own engineering and its own legal subsection.

In so doing, it is not outside the realm of possibility that additional jobs will be abolished—just as were the three division directorships in the original order of last month.

The new no-division organization will be watched with interest. Whether it will be the permanent structure, of course, will depend upon the manner in which it functions. It is presumed that Chairman McNinch plans to follow the procedure he employed at the Federal Power Commission, the chairmanship of which he relinquished at the behest of the President to assume temporary direction of the FCC until such time as he has its affairs in shape.

At the Power Commission the chairman delegates cases to individual commissioners who handle them through their various stages until ready for consideration by the five-man commission. In that way, the chairman controls the assignments in such fashion as to allocate to individual members those cases for which they appear best qualified.

Effect of Lawyer's Case

Changes in FCC rules and regulations, beyond those contemplated, might develop as a direct result of the Segal-Smith proceedings. The two attorneys contended in their defense that they had adhered to the letter and even to the spirit of the rules, the law and the requirements of the new-station application forms in each of the five cases on which they were cited. The allegations charged creation of "dummy" corporations in three instances, and of efforts to block favorable FCC action in two other instances wherein individuals were the applicants.

Commission special counsel, aided by regular staff counsel, were unable to cite any specific provisions either of the law or of the FCC rules which precluded the actions of the attorneys in the cases cited. Counsel for the respondents, Henry Monsky, of Omaha, and Lawrence Koenigsberger, of Washington, maintained throughout their arguments that there were no infractions. And FCC Special Counsel, Samuel H. Kaufman, of New York, in his argument, concluded with an appeal that the FCC change its regulations.

Out of all this was drawn the inference that the FCC, in remoulding its procedure, might tighten up on requirements in its application forms so there would be the fullest possible disclosure by the applicants. Moreover, the trend toward formal hearings on practically all applications for new stations and on all transfers of assignments, probably will be emphasized in ensuing months, and become an established policy.

The most dramatic incidents of the eight successive days of hearings developed on the very first and the very last days. In the former instance, the Payne disqualification, unprecedented so far as is known in the history of Federal Commission activity, eclipsed even the hearing issue itself. Then, at the night session, Oct. 27, the attorneys summed up their cases, with Mr. Segal himself in a few tense moments pleading his own case as his own counsel in which he categorically denied any violations of the law, any effort to "hinder and delay" the prosecution of competitive applications, or any thought or possibility of deceiving or misleading the Commission.

Preceding the argument of the respondents, Special Counsel Kaufman made his plea for action, but he did not directly demand disbarment or suspension or censure. And in his rebuttal, which followed the pleas of Messrs. Koenigsberger, Segal and Monsky, his argument was to beseech the FCC to amend its regulations and to admonish it that it must determine for itself whether it would permit such practices to continue.

Defense Witnesses

In the intervening sessions, which ran morning and afternoon, Special Counsel Kaufman brought some two dozen witnesses to the stand and subjected them to a penetrating examination. Among the witnesses were a half-dozen broadcasters or station applicants, who are Segal-Smith clients; employes in the Segal offices who were original directors in certain of the corporations involved in the show cause order, and FCC employes. Messrs. Segal and Smith, who appeared as witnesses, were subjected to long cross-examination by the special counsel.

For their defense, Messrs. Segal and Smith employed only ten witnesses, including themselves. Seven of these were character witnesses—all, save one, members of the Federal Communications Bar Association. All of them, under examination by Mr. Monsky, attested to the good reputation, character, ethics and standing of the two attorneys, and also to their high ability as practicioners.

These character witnesses were Louis G. Caldwell, president of the Federal Communications Bar Association; Swager Sherley, distinguished barrister recognized as dean of the corps of radio practicioners; Duke M. Patrick, former Radio Commission general counsel; Ralph A. Van Orsdel, vice-president and general counsel of the Chesapeake & Potomac Telephone Co., and chairman of the Committee on Ethics and Grievances of the Bar Association; Paul D. P. Spearman, former FCC general counsel; John W. Guider, chairman of the Committee on Communications of the American Bar Association, and James W. Baldwin, NAB managing director.

Special Counsel Kaufman appeared to rely largely upon a group of three applications filed in the name of the Palmer Broadcasting Syndicate several years ago for new stations and his piece de resistance in the prosecution. With young women in his office as the original stockholders and officers of the corporation, Mr. Segal, at the behest of his client, Henry P. Rines, Portland hotel owner, and owner of WCSH, Portland, WRDO, Augusta, and WFEA, Manchester, filed applications for three new 100-watt stations, it was brought out in the testimony. The applications were filed after Congress had amended the law to permit granting of 100-watt applications without regard to quota.

Mr. Segal denied that Palmer was a "dummy" corporation, or that it was employed to frustrate FCC action on other applications. Mr. Kaufman devoted most of his argument to the Palmer applications in Portland, Lewiston, Me., and Cheyenne, Wyo. The principal witness was George F. Kelley Jr., comptroller of the Rines interests.

Another of the cases cited was that of Commercial Broadcasters Inc., for a 100-watter in Moorhead, Minn., on behalf of Earl C. Reineke, president of WDAY, Fargo, N. D., to which Moorhead is adjacent. Mr. Reineke testified he instructed Mr. Segal to apply for the station on his behalf, and that he was prepared to finance it.

The third corporate case was that of Great Western Broadcast-

(*Continued on page 56*)

FINCH FACSIMILE

Facsimile Recording Machine

HERE is W. G. H. Finch, with his facsimile recording machine, which functions as an attachment to the ordinary receiving set. Three stations—WHO, Des Moines; KSTP, St. Paul, and WGH, Newport News—have contracted with the New York engineer and inventor for experimental operation of the "radio newspaper" devices and have procured FCC authority to engage in the tests on their regular frequencies from midnight to 6 a. m. Recorders will be placed in about 50 homes in the service areas of each of the stations for the experimentation [BROADCASTING, Oct. 1]. In addition to these stations KFBK, Sacramento, and KMJ, Fresno, of the McClatchy group in California, plan to engage in similar experimentation and now are negotiating with Mr. Finch. Mr. Finch is a former assistant chief engineer of the FCC and a radio inventor of note.

Shouse Is Slated WLW-WSAI Head

Merle S. Jones Successor to Shouse as KMOX Manager

APPOINTMENT of James D. Shouse, general manager of KMOX, St. Louis, as general manager of WLW and WSAI, Cincinnati, succeeding William S. Hedges, who resigned last month to rejoin NBC in New York as director of station relations, was announced Oct. 29 at CBS headquarters in Chicago. As BROADCASTING went to press the appointment could not be confirmed at Crosley headquarters.

Simultaneously, H. Leslie Atlass, vice-president of CBS in charge of its western division, announced appointment of Merle S. Jones, western manager of Radio Sales Inc., CBS sales subsidiary, to succeed Mr. Shouse at KMOX. Paul S. Wilson, a member of the Radio Sales staff, simultaneously was elevated to succeed Mr. Jones.

Active Radio Career

Mr. Shouse became general manager of KMOX in July 1936, after having served a year as an account executive for Stack-Goble Adv. Agency Inc., In Chicago. For the preceding five years he had been on the sales staff of WBBM, Chicago. Mr. Jones was formerly assistant manager of KMOX, having held that post prior to his Radio Sales appointment a year ago. Before that he was national sales manager of KMBC, Kansas City.

Mr. Wilson, the new Radio Sales Chicago head, joined the organization three years ago, and was formerly a local salesman on WBBM. Prior to that he was on the Chicago sales staff of NBC and before that in NBC's statistical department in New York.

Bowey Expands List

BOWEY Co., Chicago (Dari-Rich) in addition to broadcasting *Terry & the Pirates* over 16 eastern stations of NBC-Red starting Nov. 1 at 5:15 p. m., will broadcast quarter-hour transcriptions of the program five times weekly over WMAQ, WIRE, KMBC and WOW. Stack-Goble Adv. Agency, Chicago, handles the account.

AFA Picks Chicago

ADVERTISING FEDERATION of America will hold its 1938 convention in Detroit, June 12-15, according to an announcement by its board of directors which met in Chicago Oct. 20. George M. Slocum, president of AFA, in making the announcement said, "We are confident of the fullest cooperation of the entire membership of the Federation in building a convention that will establish a new record in constructive accomplishment."

KSD, St. Louis, operated by the *Post-Dispatch*, on Oct. 27 filed with the FCC an application for authority to operate a 1,000 watt facsimile station during early morning hours. The authority sought is similar to that recently given several stations on an experimental basis.

JACK LATHAM, formerly spot time buyer of Young & Rubicam Inc., New York, who resigned to join American Tobacco Co., New York, has been named assistant to the advertising manager of the tobacco company.

Revised Music Pact Nearing Completion

By BRUCE ROBERTSON

To Be Ready in Two Weeks; IRNA Advises Affiliates To Sign; Disc Companies Have Own Problem

UNLESS there are unforeseen developments within the next two weeks, stations affiliated with the nationwide networks will have received copies of the rewritten Schedule A, standard trade agreement worked out by the negotiating committee of Independent Radio Network Affiliates and the International Board of the American Federation of Musicians. They will also have signed contracts containing this agreement with their local unions, and will have sent them to Ernst & Ernst, public accountants in New York.

On Nov. 15 the IRNA committee will meet again with the AFM board to which the local unions will have sent their copies; contracts will be exchanged, and the first step in the program for employing more musicians in radio will have gone into effect.

That is, these things will happen if everything goes off according to schedule, and right now that's a sizeable "if". For one thing, Schedule A is still in the process of revision and until it has been officially approved by both the AFM board and the IRNA committee it can not be sent out to the stations and local unions.

For another, although the final session of the two groups ended in a verbal agreement that the debatable points had been worked out as fairly as possible, the IRNA committee was not able to achieve all the changes asked by the last IRNA convention and while it will recommend that each affiliate station accept the agreement as revised, all stations may not follow this advice. And unless the great majority do sign the new contracts the deal will be off and the strike will be on.

The Disc Problem

Also within the next two weeks, again with the provision that present plans are carried through on schedule, the makers of transcriptions will have received licensing agreements from the AFM and will either have signed them or have been deprived of the services of union musicians. Attempts of a transcription committee to work out an agreement similar to that negotiated by IRNA were cut short by an AFM ultimatum that the transcription companies are not in a position to negotiate with the union and that they can either accept licenses or do without union musicians.

Whether the transcribers will accept or fight the demands of the union is not known, as their committee said it is as yet unable to issue any statement, although it is understood they will take no action of any kind until they have had a chance to examine the licenses, which will be based on the original 16 demands presented to them by the AFM last summer [BROADCASTING, Aug. 15].

A similar licensing arrangement was also offered by the musicians to the committee of the phonograph record makers when it met with the AFM board on Oct. 28. The committee, however, presented to the board its own set of proposals, which the board promised to consider in writing its license forms. When a tentative draft has been completed the board said it would call the committee to another meeting at which the various conditions could be discussed before being put into final form.

After three days of almost continuous negotiations between the IRNA committee and the AFM board, the meetings on two days running well past midnight, the two groups decided they had reached an agreement. The broadcasters' committee members then left for their respective home cities with the feeling that they had done their utmost to protect the interests of the broadcasters. The tentative agreement as submitted to the IRNA convention on Oct. 11 (published in full in BROADCASTING, Oct. 15) had been revised to comply with most of the demands of the affiliates. Clause 8, dealing with the discharge of musicians, had been changed to require "reasonable notice" instead of the arbitrary four weeks originally required. Clause 21, regarding obligations of musicians because of their membership in AFM, which the broadcasters had feared might embroil them in sympathetic strikes, was eliminated altogether.

The committee also won a victory on the question of arbitration, with the addition to the agreement of a clause specifying that in matters of dispute between any station and its local union a two-man arbitration board shall be established to settle the difficulty. The board shall consist of a member of AFM, but not of the local involved in the argument, to be chosen by the local, and a member of the broadcasting industry, but not of the involved station, to be chosen by the station. This is said to be the first time the musicians union ever accepted other than its International Board as the final arbiter in disagreements between local unions and their employers.

The Troublesome Clause

Most of the discussion centered on Clause 10, which forbade the station to transmit music to any other station which had not signed a contract with the AFM or to broadcast records and transcriptions manufactured by companies not licensed by the AFM. The affiliates, at their convention, had expressed the fear that this clause might lead to the violation of existing contracts and possibly to violations of the restraint of trade laws and to rulings of the FCC, and had instructed their committee to insist on a revision of this part of the agreement. The musicians, on the other hand, insisted that this was the very heart of the contract, and that unless it was allowed to stand the AFM would have no means of enforcing its demands for increased employment on all affiliate stations, but would be dependent on the actions of the individual broadcasters to employ additional musicians or not as they see fit, at least until the expiration of all existing contracts. In reply, the IRNA committee pointed out that the musicians are not bound to accept any contract unless a sufficient number is received to insure the additional employment the union desires, so the AFM would not really be risking much in accepting such revision. Legal precedents were advanced by attorneys on both sides to substantiate the opposing viewpoints.

As the argument continued hour after hour it became more and more heated and at several times it appeared as if the whole series of negotiations would fall on this single issue. Eventually, however, a compromise was effected. Clause 10 was stricken from the agreement and its parts rewritten in language more acceptable to the broadcasters. The union board also gave assurance that it would take no hasty action in forcing networks to cease service to "unfair" stations, but would endeavor to work out each case as it arose.

The meetings were held at AFM headquarters in New York on Oct. 18, 19 and 20, and were attended by the full AFM International Board, the full IRNA negotiating committee, and representatives of the networks, each group accompanied by one or more attorneys. On Oct. 21 a revision of the agreement, incorporating the changes agreed to during the discussions, was drawn up, but still the matter was not finally settled.

William B. Jaffe, of the firm of Rosenblatt & Jaffe, attorneys representing the IRNA negotiating committee, told BROADCASTING that the musicians had asked for certain changes in the wording of the revised Schedule A and that these changes had been drawn up and sent out to committee members on Oct. 26 for their consideration.

Next Parley After Nov. 1

Another meeting with the union board will probably be held shortly after Nov. 1, he said, after the committee members have had time to study the changes and to express opinions as to whether or not they are acceptable. Saying that he could not comment on the nature of the revised schedule until it has been approved by the committee and the AFM board, Mr. Jaffe added that an extremely cordial and cooperative spirit on both sides existed at the last meeting of the two groups on Oct. 20.

Following this meeting and the final agreement of the two committees, copies of the agreement will be mailed to each affiliate station and local union for inclusion in their contracts, which may be new or a continuation of existing contracts, provided, however, that each station expends for the employment of musicians the amount of its quota on the 5.49% of net income from sale of time as agreed to previously [BROADCASTING, Oct. 15].

Ernst & Ernst, firm of account-

(*Continued on page 64*)

A Big Year for Automatic Soap Flakes

FITZPATRICK BROS., Chicago (Automatic Soap Flakes and Kitchen Klenzer), celebrated its first anniversary on Oct. 15 of their *Meet the Missus* program which started on WBBM a year ago and has since been expanded to four other stations. The show has been one of the greatest success stories in radio. One of the premiums given away, a special *Meet the Missus* game, drew several hundred thousand box tops. Other premiums that have been successfully offered on the program include Mixmasters and Nesco Electric Roaster, with indications that a new game, now being offered, may even surpass previous offers.

The *Meet the Missus* programs are conducted before women's groups lunching at the Home Arts Guild. Tommy Bartlett, conductor of the original WBBM show, has flown to other cities when programs were started there. Stations carrying the broadcast in addition to WBBM are WHK, WKRC, WJR and WJAS. Neisser-Meyerhoff Inc., Chicago, is agency. Left to right are Irwin L. Rosenberg, Home Arts Guild; Paul Winkler, treasurer, Fitzpatrick Bros.; H. M. Alexander, account executive, Neisser-Meyerhoff Inc.; D. C. Baker, advertising manager, Fitzpatrick Bros.; and Tommy Bartlett, WBBM's quizzer.

XUM

First Rural Listening Study Started for Joint Committee

Hooper-Holmes Field Workers Interviewing in All Parts of Nation, With 100 Counties Included

FIELD MEN from the Hooper-Holmes Bureau, New York research concern, in mid-October began knocking on doors of farmhouses and small town homes in all parts of the country, collecting by personal interviews data that will form the basis for the first intensive study ever made of radio ownership and listening habits of the rural population.

The survey is being made under the auspices of the Joint Committee on Radio Research, group of 15 members, five each from the ANA, AAAA and NAB, and is being financed by NBC and CBS. The idea was approved last June by the Joint Committee whose technical subcommittee has just given its approval to the questionnaire and the methods of allocating the 20,000 interviews the survey will include. A number of recognized research firms bid for the task of collecting the data, Hooper-Holmes getting the work on the basis of the lowest bid.

The questionnaire includes questions on ownership of radio set, telephone and automobile, source of power, times that members of the family are at home and times that set is in use. In homes where there is no radio the residents will be asked if they listen to broadcasts, and if so where. Answers of non-set owners may point the way for a future study of listening habits of that group. Of the 20,000 interviews to be obtained, 10,000 will be of farm homes and 10,000 of families living in towns of 2,500 or less population, which have been largely neglected in previous surveys.

Selection of Counties

Approximately 100 rural counties will be covered by the survey, ranging from one to six in each state. These counties were carefully selected to be as typical as possible. First, census figures were studied to determine which counties agreed most nearly with their states on seven points: Distribution of rural population between farm and town homes, density of rural population, average valuation of farm equipment, average valuation of rural town property, distribution of owners and tenants, percentage of non-farm families in towns, and radio ownership, the last being the most important point.

While these figures were being examined, letters were sent to agricultural experts in each state asking them to select the counties most typical of that state's agricultural population. This is important, as a fruit farm, for instance, would make different demands on its owner's time than a wheat farm, and a corresponding difference in his listening habits.

From these two sets of data a tentative list of counties to be studied in each state was drawn up and these lists sent back to the agricultural experts for criticism, after which the lists were finally corrected. Method of allocating calls within each county was the subject of lengthy debate by the subcommittee, which finally selected a method based primarily on population so as to insure a proper distribution of set-owners and non-set-owners, but with a minimum number of calls on set-owners in each locality to provide a proper basis for the listening habits part of the study, a system which the committee believes to be the most satisfactory obtainable.

As soon as a sufficient number of questionnaires have been received, the committee will begin its work of tabulating the returns and of applying the complicated formula by which these figures will be projected to give figures of rural set ownership by states. It is hoped to have these state totals completed by the first of the year and possibly at a later date a breakdown by counties for each state. Information as to listening habits will be issued by time zones, with no attempt to differentiate between individual states, although it will be separated into farmers and townsmen and possibly into economic classes. The committee hopes to make a complete estimate of both urban and rural set ownership, either by making an urban study of its own or by bringing up to date the figures obtained by CBS in its survey of last year.

Elliott Roosevelt Signs For Commentary Series

ELLIOTT ROOSEVELT, vice-president of Hearst Radio Inc., has been signed by Irving Fogel Productions, Hollywood, for a weekly radio program to be released transcontinentally starting early in November. Network and date of starting were not announced, but the feature will probably be sponsored, it was said. The quarter-hour series is tentatively titled *As I See It.*

Mr. Roosevelt will comment on current events, national and international. He will also review scientific developments, news oddities and their relative bearing and importance to the average citizen. Negotiations were handled by Murray Grabhorn, manager of KEHE, the Hearst Radio Los Angeles station. Howard Esary, KEHE program manager, will produce the series, in conjunction with the Irving Fogel Productions staff.

Firestone Specials

FIRESTONE TIRE & RUBBER Co., Akron, which recently sponsored NBC broadcasts from the National Dairy Show, Columbus, will also sponsor daily programs from the International Livestock Exposition, Chicago, from Nov. 29 through Dec. 3, on the Blue network. William E. Drips, NBC director of agricultural programs, and Everett Mitchell, NBC *Farm & Home Hour* announcer, will conduct the broadcasts. Agency is Sweeney & James Co., Cleveland.

LATEST 'YOUNGEST'
WOWO Leads Mike Race For Kid Commentator

COMES now WOWO-WGL, Fort Wayne, Ind., claiming that Bob Wilson is the youngest news commentator in radio and has been all along. His birth certificate reads August 27, 1915, and the last one of his 22 years has been spent editing and commentating on WOWO-WGL. In radio for four years, Bob has three commercial programs daily. And can he comment, says WOWO-WGL.

Mr. Wilson

BROADCASTING started this whole thing when it innocently published a cut of Bob Hurleigh, 25, commentator for WFBR, Baltimore, in its Oct. 1 issue under the title "Youngest". From the West on the wings of the air mail there came next day a picture of Commentator Wally Roda, 23, of WKZO, Kalamazoo, Mich., which was published Oct. 15.

ROOSEVELT'S DEAL FOR KFJZ FAVORED

EXAMINER George H. Hill on Oct. 22 recommended to the FCC that it grant the application of R. S. Bishop, owner of KFJZ, Fort Worth, to transfer ownership of that station to Mrs. Ruth G. Roosevelt, wife of the second son of the President, Elliott Roosevelt. The 100-watt night and 250-watt daytime station on 1370 kc. is under purchase option to Mrs. Roosevelt for $57,000. Examiner Hill found as a result of a hearing Sept. 7, at which Elliott Roosevelt appeared for his wife both as witness and counsel, that she was legally, technically and financially qualified to acquire control of Fort Worth Broadcasters Inc., licensee of KFJZ, and to continue its operation.

Mr. Hill pointed out in his report, which awaits formal FCC action, that the testimony showed Mrs. Roosevelt will not have any connection, financially or otherwise with Hearst Radio Inc., of which her husband is vice-president in charge of its Southwest stations. At the hearing young Mr. Roosevelt had testified that his wife's holdings were in "excess of $10,000 in bonds and stocks, a 1,500-acre ranch valued at $60,000 with a house worth $12,000, stock worth $7,500 and other assets of at least $10,000." His own income, he said, was "in excess of $20,000."

Mr. Roosevelt also heads a company formed to purchase KABC, San Antonio, for approximately $55,000. Hearing on the proposed transfer of ownership has not yet been held.

Morey Will Add

MOREY Co., Los Angeles, (Vitafoot) after a brief test, on Oct. 22 started for 52 weeks using weekly spot announcements on KEHE, Hollywood. This is the firm's first venture into radio, newspapers and direct mail advertising being used exclusively in the past. Campaign is proving successful and other stations will probably be added. Steller-Millar Agency, Los Angeles, has the account. Helen V. Millar is executive in charge.

Roosevelt Revises KYA-KEHE Setup

California Radio System Now Expected to Be Dissolved

WITH Elliott Roosevelt, vice-president of Hearst Radio Inc. and managing director of its stations in the Southwest, having completed reorganization of KYA, San Francisco, and KEHE, Los Angeles, taking direct control and making several retrenchments, it was expected that the California Radio System, of which the latter two are links, will be dissolved.

Mr. Roosevelt has been on the West Coast for several weeks personally directing the reorganization and he will divide his time between California and the Southwest in the future. E. J. Gough, vice-president and general manager of Hearst Radio Inc., New York, arrived Oct. 25. Both have been in conference with Guy Hamilton, general manager of the McClatchy Broadcasting Corp., Sacramento, which controls four California stations in the network of six.

From these conferences are expected to come the announcement of the network's termination, and return of the two Hearst stations to an unaffiliated status.

Also substantiating this report was the appearance of Murray Grabhorn, KEHE manager, before Los Angeles Musicians Union Local 47 on Oct. 20 to ask the status of the station as an independent, without a network affiliation.

Personnel Changes

In the general reorganization that followed, Ford Billings resigned as Hearst Radio Inc. West Coast director and general manager of the California Radio System, and joins Hearst Radio Inc. in Chicago. Grabhorn and Bob Roberts continue as managers of KEHE and KYA respectively. Others to resign at KEHE include Mayfield Kaylor, for eight years production and program manager, who has been replaced by Howard Esary; Ken Higgins, producer and continuity writer, and Lewis Patterson, publicity director. Reiland Quinn replaces Leon Churchen as KYA program manager.

H. C. Burke, manager of KTSA, San Antonio, who came to Hollywood with Mr. Roosevelt for the reorganization, installed a system of operations in the two stations similar to that in the Southwest.

Mr. Roosevelt spiked reports that he personally, or any syndicate, including one in which he was assertedly active, is negotiating for the Hearst stations in California. He said neither the California stations nor any of the other eight Hearst-owned are for sale.

Cheney Tries Radio

CHENEY BROS., New York, makers of silks and silk neckwear, has resumed advertising after a ten-year lapse. Placed through Jay Lewis Associates, New York, announcements started on WLW, Cincinnati, Oct. 25. About 10 stations on the Eastern seaboard will be added later.

PRESIDENT ROOSEVELT'S tenth fireside chat from the White House since he took office in 1933 will be delivered Sunday, Nov. 14, over combined networks, 10:30-10:45 p. m. (EST).

XUM

Group Maps Plan to Revamp the NAB

Revision to Be Given Industry at Convention Likely To Be Held in Washington About Mid-February

PLUNGING into its assigned task of devising a plan to revitalize the NAB and to make possible the hiring of an "ambassador" for the industry, the NAB Reorganization Committee in the fortnight since its appointment already has laid the groundwork for its operations.

Designated by the NAB special convention in New York last month to prepare a broad plan to reshape the trade association, the committee at present is functioning through Philip G. Loucks, Washington attorney and former NAB managing director, who was named its counsel and advisor. By order of the convention, the committee will call the next regular convention once its work is completed.

The committee likely will recommend that the convention be held in Washington, probably in mid-February. A preliminary report of its recommendations, based upon suggestions from stations as well as from the committee's own research, probably will be sent to all stations in December for scrutiny and criticism. The final report is expected to go out about the first of the year, to give all members the mandatory 30-day advance notice, so they can attend the reorganization convention entirely familiar with the project in all its phases.

Officials Cooperate

Members of the Committee, which is functioning without a chairman, are Edwin W. Craig, WSM, Nashville, author of the resolution which resulted in its formation; John Shepard 3d, president of the Yankee Network; Ed Craney, KGIR, Butte, and KPFA, Helena; Walter J. Damm, WTMJ, Milwaukee, and Edward A. Allen, WLVA, Lynchburg, Va. Mark Ethridge, general manager of the Louisville *Courier-Journal* and *Times*, which operate WHAS, is serving as an ex-officio member. He was the moving spirit of the Independent Radio Network Affiliates movement provoked by the employment controversy with the American Federation of Musicians. It was this organization's activity that forced the showdown on the NAB reorganization.

Maintaining its headquarters at Mr. Loucks' offices in Washington, the committee is receiving the wholehearted cooperation of President John Elmer and Managing Director James W. Baldwin of the NAB. The trade association, through its directing heads, is making available to the committee all of its facilities and is assisting Mr. Loucks in the preliminary aspects. The NAB, of course, is functioning in the customary manner and has not altered its activities pending action on the reorganization plan.

It is a foregone conclusion the plan will provide complete reconstruction of the NAB with separate bureaus to function in specialized fields such as legal, labor relations, research, public relations, economics and administration. All these would be headed by a paid executive of outstanding stature, who, for want of a more descriptive term, might be regarded as the industry's "ambassador."

Presumably, this person would become the paid president of the new NAB. There would be an honorary elective post, however, just as there is at present, but it probably will be that of chairman of the board. If the membership elects an "ambassador" under the revised by-laws, he would necessarily become the president. If on the other hand, this function is delegated to the board of directors, the paid executive would become chairman of the board, and the presidential post would go to an active broadcaster.

Immediately after his designation as counsel at the Oct. 13 meeting of the Reorganization Committee in New York, Mr. Loucks began the initial work.

Not a Candidate

Current reports that Mr. Loucks might be considered a candidate for the new NAB executive post were emphatically denied by the attorney.

"I made it perfectly clear to the committee that I am not a candidate for any position in the organization at the time I was asked to become its counsel," he said. "Naturally, I am interested in having the NAB function in the most efficient manner possible and in the best interests of the entire industry, and I will contribute the best of which I am capable in the committee's work. When the NAB membership acts on the committee's report early next year, my work for the organization terminates automatically."

The committee, by the terms of the NAB resolution, is functioning with NAB funds. The special convention voted a 50% increase in dues, effective at once, which will mean an increase of from $80,000 to $120,000 per year in the association's income, based on the present 400-odd station membership.

On Oct. 26, Mr. Loucks addressed a letter to all 700 stations on behalf of the committee, asking that "full suggestions" on the reorganization be forwarded. These replies, together with suggestions already at hand, will be duplicated and sent to each committee member, so the committee at its next meeting this month, will be thoroughly conversant with every developed detail. A half-dozen committee sessions probably will be held before the final report is submitted to the membership at least 30 days in advance of the next convention.

Meanwhile, Mr. Loucks has undertaken two basic studies. The first is an analysis of the principal provisions of the organization of other trade associations. The second is a study of the legal limitations of trade associations. With such a foundation, the committee hopes to draft the strongest possible organization chart.

The final report of the committee which will outline ideas of members of that group, as well as individual broadcasters, probably will not mention the names of the possible "ambassador." Instead each committee member is making his own study of possibilities. Names will be discussed at the committee sessions and the probable course will be to interview certain individuals from time to time to get their reactions. Then the consideration of the persons themselves probably will be left to the convention itself, after having been projected from the floor by committee members.

Radio Investment

FROM 1922 to 1936 inclusive, the American people spent $5,829,994,480 on radio receiving apparatus, according to a Department of Commerce compilation. This year's trade estimates are that sales will run close to the 1936 total of $521,000,000, which means that in 16 years of broadcasting the public will have invested well over six billion dollars in radio sets, tubes and accessories, not including the transmitting and receiving equipment used by the broadcasters, the government, the amateurs and the commercial companies.

NBC STARTS BUILDING IN HOLLYWOOD

Design of New NBC Structure Planned in Film Colony

TO REPLACE its present Hollywood studios, already outgrown although built only two years ago, NBC will begin immediate construction of its new Hollywood home at the famous intersection of Sunset Blvd. & Vine St., site of the original Famous Players-Lasky film lot.

The new structure will provide for the immediate needs of NBC, occupying about half of the five-acre tract, comprising two city blocks, and leaving ample room for future expansion as well as for television studios when needed. Designed by O. B. Hanson, NBC chief engineer, and the company's design unit, working in cooperation with the Austin Co., which will erect the building, the studios will be patterned after the motion picture unit plan.

Four large individual studios under separate roofs, each with an audience capacity of several hundred persons and four non-audience studios will be used for broadcasting. Executive offices will be housed in a central office building at the corner of Sunset and Vine, which visitors will enter through a three-story lobby from which a huge master control room with its intricate panels and apparatus will be visible. Modern in every respect, with the latest lighting facilities, air conditioning, acoustical treatment, the studios will also represent the latest development of NBC engineers, including an automatic pre-set switching system.

"This development," said President Lenox Lohr, "marks a definite step in the importance of Hollywood as a center for the radio industry. That Hollywood is important in radio is borne out by the fact that less than two years ago we opened the most modern broadcasting center we could construct. Already we have outgrown it."

It is expected that Don Lee Broadcasting System, Los Angeles, will take over the present NBC Hollywood headquarters.

Gains in Radio Industry Shown in Data Compiled By Dun and Bradstreet

NATIONAL advertising broadcast during the first nine months of 1937 totaled $50,097,000, or 23.3% more than the peak recorded for the corresponding period of 1936 which was $40,637,000, according to announcement Oct. 23 by Dun & Bradstreet Inc., New York. It also exceeded the 12-month totals of all years prior to 1936 and was only 16% short of the $59,671,000 recorded for 1936 which was the largest year in radio's history, the report shows. The 1937 high of $6,345,000 in March was the fifth time that the monthly total had passed the $6,000,000 mark since broadcasting started.

Half-year sales by manufacturers of radio sets and equipment rose to 3,348,635 receivers, a gain of 12% from the previous high in the corresponding six months of 1936. Lacking the support of bonus money spending and the spurt in demand for receivers prior to the Presidential election a year ago, the report states, comparative gains in retail sales shrank during the summer months.

Operations were well maintained at factories turning out automobile radios. Major shipments, however, were to automobile makers, to be included as part of the new models, instead of to distributors as a year ago. In spite of the slower rate, 1937 output was expected to top the peak reached in 1936.

KGCI are the call letters assigned by the FCC for the new 100-watt daytime station on 1200 kc. at Couer d'Alene, Idaho.

Federal Scrutiny Shows Few Radio Trade Complaints

FTC Finds Industry Helpful In Advertising Review

OF 439,393 commercial broadcasts by individual stations and 30,983 by networks, the Federal Trade Commission found only 1,275 prospective cases to be subject to further review in procedure, the Commission announced in its annual report covering the fiscal year ended June 30, 1937 and made public Nov. 1.

The Commission stated it is receiving helpful cooperation from the 620 active commercial stations and noted a desire on the part of broadcasters "to aid in the elemination of false and misleading advertising."

In its discussion of examination of radio continuities, the FTC stated that it "began the review of advertising copy broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset, the Commission, through the Special Board of Investigation, made a survey of all commercial continuities, covering the broadcasts of all radio stations during July, 1934. The volume of returns received and the character of the announcements indicated that a satisfactory continuous scrutiny of current broadcasts could be maintained with a limited force and at relatively small expense, by adopting a plan of grouping the stations for certain specific periods.

Transcriptions Included

"Consequently, beginning with September, 1934, calls have been issued to individual radio stations at the rate of four times yearly for each station, according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

"National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hookups are used involving two or more affiliated or member stations.

"Producers of electrical-transcription recordings submit regularly monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of an article being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with the essential data as to the names of the advertisers, and the articles sponsored.

"The combined material received furnishes representative and specific data on the character of current radio advertising which has proven of great value in the efforts to prevent false and misleading representations.

"During the fiscal year ended June 30, 1937, the Commission received copies of 439,393 commercial broadcasts by individual radio stations and 30,983 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

"The special board and its staff read and marked about 959,264 pages of typewritten copies during the year, or an average of 3,145 pages every working day. From this material, 24,558 commercial broadcasts were marked for further study as containing representations that may have been false or misleading. These were assembled in 1,275 prospective cases for further review and procedure in instances that appeared to require it.

"From data now accumulated as a result of the first three years' systematic review of radio advertising, the Commission is in a position to ascertain the sources of the more objectionable examples of broadcast advertising and to take action where necessary.

"In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce."

Kelly Heads N. Y. Net

Mr. Kelly

BRADLEY KELLY, manager of WINS, New York, has also assumed direction of the New York Broadcasting System for which WINS is the key station, following the resignation of Burt Squire on Oct. 26. The offices of the network have also been moved back to the station, from which they were separated early in the summer. Mr. Kelly, who became manager of WINS about three weeks ago when Mr. Squire resigned that post to devote full time to the network, has returned to the position he held from Dec. 1932 to April 1934, since when he has been assistant to Joseph V. Connelly, president of King Feature Syndicate and of Hearst Radio Inc.

10 Get Dr. Lyons

R. L. WATKINS Co., New York (Dr. Lyons' tooth powder), started Oct. 25 a series of quarter-hour RCA-Victor transcriptions to run on 10 stations. Programs are broadcast Mondays through Fridays, and are titled *Wife vs. Secretary*. Contracts are for 52 weeks on WJR, WCAU, WFBR, KSFO, KFI, KGW, KHQ, KOMO, WGN, WHN. Blackett-Sample-Hummert Inc., New York, handles the account.

Mark W. Allen Plans

MARK W. ALLEN & Co., Detroit, for its 2 Drop Hand Lotion, thru Frank Presbey Co. Inc., Chicago, has contracted for an extended series of five-minute transcribed shows with Associated Cinema Studios, Hollywood transcription concern. Leroy King, vice-president, is executive in charge of the account.

EVERYBODY HAPPY

WSM Yields to Wishes of Its Football Fans

WHAT amounts to a radio miracle has developed in Nashville in connection with football broadcasting, through cooperation of sponsor (Kellogg's), agency (N. W. Ayer & Son), stations (WSM and WLAC) and Mr. & Mrs. John Q. Football Public.

WSM, owned by the National Life & Accident Insurance Co., had the Tennessee-Georgia game scheduled for Oct. 30, under Kellogg sponsorship. But the Nashville public, strongly behind the undefeated Vanderbilt team in Nashville, set up a howl for a broadcast of that school's game with Georgia Tech in Atlanta.

Graham S. Mason, of the N. W. Ayer radio department, was consulted by WSM executives. The result: WSM carried out its obligation of broadcasting the Tennessee-Georgia game under Kellogg sponsorship. WLAC carried the Vanderbilt-Georgia Tech game under joint sponsorship of Kellogg's and National Life & Accident, with WSM announcers and engineers handling the remote. And the public, sponsors, agency and stations were happy.

WRDW Signs With CBS; WDGY Now With Mutual

TWO independent stations—WRDW, Augusta, Ga., and WDGY, St. Paul-Minneapolis—became network affiliates in latter October. The Augusta station operating on 1500 kc. with 250 watts daytime and 100 watts night, joined CBS Oct. 31 and at the same time dedicated its new plant and studios. The station is owned by the Augusta Broadcasting Co., with M. A. Metzger as its directing head and J. (Ed) Reynolds as manager.

WDGY joined Mutual Broadcasting System Oct. 24. A limited time station, it operates on the 1180 kc. channel with 5,000 watts until local sunset and 1,000 watts during evening. The station is owned by Dr. George W. Young. The affiliation does not affect the arrangement between MBS and KSTP, St. Paul outlet for the NBC Red Network, whereby KSTP carries certain MBS commercials.

On Oct. 31, KTMS, Santa Barbara, Cal., became a supplementary NBC outlet available to the Pacific Blue Group. NBC's 40th affiliate, the station is owned and operated by the News-Press Publishing Co. of Santa Barbara. KTMS operates with 500 watts, on 1220 kc.

KELA Joins Don Lee

KELA, new 500 watt Centralia, Wash., station operating on 1440 kc., on Oct. 31 joined the Don Lee Broadcasting System, Los Angeles, as an affiliate. Identified as the Twin City station, KELA is located between Centralia and Chehalis on the Pacific Highway. It is operated by the Central Broadcasting Corp., with J. Elroy McCaw as general manager. Don Lee network, which is the West Coast outlet of the Mutual Broadcasting System, now includes 25 owned and affiliated Pacific Coast stations. The network saluted KELA as an affiliate with a special broadcast on Oct. 31.

Mason Assistant to Lohr; Hedges Is Named by NBC To Station Relation Post

Mr. Mason

WITH William S. Hedges assuming the newly-created post of director of station relations, Frank E. Mason, NBC vice-president in charge of station relations, on Nov. 1 relinquishes those duties to become personal assistant to Lenox R. Lohr, NBC president. Mr. Mason will have a roving assignment and is the second personal assistant to be appointed by Mr. Lohr, the first having been Clayland T. Morgan.

No changes in other executive posts are involved. Keith Kiggins, recently named manager of the station relations department to succeed Reginald Brophy, now general manager of the Canadian Marconi Co., continues in that capacity but reports to Mr. Hedges instead of Mr. Mason. Alfred H. Morton continues as manager of NBC-owned and operated stations, to which post he succeeded when Mr. Hedges resigned Jan. 1, 1937, to become vice-president in charge of broadcasting of Crosley Radio Corp., operating WLW and WSAI, Cincinnati. Mr. Hedges left the Crosley firm Oct. 4.

"This step has been made necessary," said Mr. Lohr, in making the announcement of Mr. Mason's new duties, "by the fact that the number of important matters which would ordinarily require my personal attention has been so increasingly multiplied that I must have at my right hand a responsible executive, who has my confidence, to relieve me of many of them. Mr. Mason's wide experience in many phases of the company's activities over a period of six years, fits him admirably for this important post."

Hamlin's Starts Shows

HAMLIN'S WIZARD OIL Co., Chicago (Hamlin's Wizard Oil), will start half-hour hillbilly shows five times weekly on 11 stations the first part of November with other stations to be added. Vanderbie & Rubens Inc., Chicago, is agency. Stations already signed are: WJJD, WJR, WTIC, WWVA, WNAX, KMMJ, WIBW, KWTO, WWL, WHAM, KINY.

Scott Products on 5

SCOTT PRODUCTS Co., a new Chicago firm manufacturing Scott Powders, has started announcements three to 12 times weekly on five stations with 20 others to be added. Announcements are being broadcast by KMMJ, WNAX, WWVA, KFRU and CKLW. First United Broadcasters Inc.. Chicago, handles the account.

Rail Express Spots

RAILWAY EXPRESS AGENCY, New York, is placing spot announcements on stations in 32 cities, to start Nov. 15. Directed at holiday business, the announcements will be broadcast five times a week, in the evening hours, and will run for five weeks. Agency is the Caples Co., New York.

WCAU Engineers Join CIO; AFRA Claims New Members

American Advertising Guild, an Affiliate of CIO, Claims Many Members in Agency Radio Staffs

AMERICAN Radio Telegraphists' Association, CIO union, on Oct. 20 signed a contract with WCAU, Philadelphia, calling for a closed shop with all technicians employed at the station to be ARTA members in good standing. Contract, signed by Dr. Leon Levy and Louis Levinson for WCAU and Willard Bliss for ARTA the day after the station had secured an injunction against picketing of the station by ARTA, runs for two years and also provides for a 40-hour week, 7½% wage increase, minimum wage of $46 running up to $69 on a seniority basis, time and a half for overtime, and seven cents a mile traveling expenses, 14-day notice, two weeks vacation with pay, and the arbitration of all disputes.

ARTA now claims the following membership among technical staffs of Eastern stations: New York: WOV, WBNX and WHN, 100% signed, under agreement; WBIL and WHOM, 100%; WEVD, 80% under agreement; WABC, 80%. Philadelphia: WPEN, WDAS, WCAU, KYW, 100% under agreement; WFIL and WIP, 80%. Pittsburgh: WWSW, 100% under agreement. Washington: WOL, WJSV, 100%. Baltimore: WCAO, 100%. Akron: WJW, 100% under agreement. Portsmouth, Ohio: WPAY, 100% under agreement. Rochester, N. Y.: WHEC, 100% under agreement. Utica: WIBX, 100% under agreement. Buffalo: WBNY, WEBR, WKBW, WGR, 100%.

Contract With RCA

Contract was signed between RCA Communications Inc. and ARTA providing for wage increases for 700 live traffic employes and 300 messengers in continental U. S. and Hawaii. First contract ever to be signed with any union by RCA, the one-year agreement provides for salary increases and other benefits totaling $200,000, sole recognition, time-and-a-half for overtime and double time-and-a-half for holidays, vacations of two weeks after one year, three weeks after five years and four weeks after ten years, and arbitration of all disputes. Contract was signed by W. A. Winterbottom, vice-president and general manager, RCAC, and Mervyn Rathbourne, president, ARTA. Edward McGrady, RCA labor relations director, assisted in the negotiations, his first major task since joining the company.

Newly-formed American Advertising Guild, which, according to its president, has representation in 80% of the larger New York agencies, will include in its membership members of agency radio departments who do not now come under the jurisdiction of any other union. Organized as Local 20 of the United Office & Professional Workers of America, a CIO affiliate, the Guild is headed by Merritt Crawford, of the publicity department of Grand National Films Inc., New York. Offices of the Guild are at 425 Fourth Ave.

It is not entirely clear at present who will be eligible to membership in the organization, inasmuch as some people engaged in radio work are now affiliated with other unions. Department heads will be considered for membership under the same general system as those in the Newspaper Guild; that is, they will be eligible if accepted by a unanimous vote of their employes.

AFRA Gains Members

Membership in the American Federation of Radio Artists, AFL talent union, is increasing at the rate of several hundred weekly, and demands for organizers to set up local chapters have been received from cities in all parts of the country, Emily Holt, executive secretary of the union, told BROADCASTING. Locals have recently been set up in Cincinnati and St. Louis in addition to those previously organized in New York, Los Angeles and Chicago, she said, adding that in New York and Los Angeles 80% of the talent has joined AFRA. Despite the previous entry of the American Guild of Radio Announcers and Producers, independent union, into the field, Mrs. Holt stated that both staff and free lance announcers were joining AFRA in large numbers. In New York, she said, the majority of announcers at NBC headquarters and at WHN had become AFRA members.

No demands have yet been made on any station or network by this group. Local committees, according to Mrs. Holt, are now drawing up tentative wage scales and working conditions for the singers, actors, announcers and sound effects men, which will be collected at the national headquarters in New York and there coordinated into a standard form, which will then be presented to broadcasters. Mrs. Holt would not say just how soon these demands will be presented, but she did say that she preferred not to rush into anything and that the union would not go to the broadcasters until it is certain that its demands are fair and that the result of its recognition will benefit both its members and the stations at which they are employed.

Questioned regarding the situation in Chicago, where James C. Petrillo, head of the Chicago Federation of Musicians, recently organized an affiliate union of announcers, producers and sound effects men, Mrs. Holt stated that she had had several conversations with Mr. Petrillo on the subject and that his group had been formed primarily to combat the invasion of AGRAP into Chicago on the basis that an older, stronger union such as the musicians could do the job more effectively than a new group such as AFRA. When AFRA is further along, she said, it will undoubtedly apply to AFL for transfer of this Chicago group to its membership, which falls under AFRA jurisdiction by terms of its charter.

Complete data on all phases of radio working conditions affecting those eligible for AFRA membership is being gathered by New York headquarters. Information will be used in drafting proposed basic pay schedules and working conditions agreements with radio stations and agencies throughout the country, according to Norman Field, Los Angeles Chapter executive secretary.

Expectations that the pact will be in force early in December is predicted on the sentiment being shown. Stations and agencies have indicated a willingness to come to a closed shop agreement as quickly as possible, it was said. Field pointed out that the pay scale, in many instances, was lower on the West Coast than in the East.

AFRA has set Dec. 1 as the deadline for admission to membership without initiation fees for members of the other AAAA units, namely SAG, AEA and AGMA. The study influx of members during the past few weeks indicates a 100 per cent sign-up before that date, Field said. Los Angeles Chapter now has more than 500 members and San Francisco Chapter 200. Spokane and Seattle, now organized in the Pacific Northwest, have a combined membership of more than 100.

CIO Gets Recognition

Added impetus has been given the CIO drive for organization of Los Angeles radio station workers with announcement of collective bargaining recognition from KRKD and KEHE, and consummation of an agreement with KFVD.

Ernest V. Roberts, secretary of Broadcast Local No. 15 of the Radio Telegraphists, Oct. 25 announced that the union had been recognized as the bargaining agent for KRKD and KEHE technicians at an informal hearing at the regional National Labor Relations Board offices in Los Angeles. Working hours and wage increases will be discussed at a later meeting he said.

Wage increases ranging from 10 to 20% were provided for technical workers, announcers and office employes under a year's agreement with KFVD. Maximum weekly hours of 38 for announcers and 40 for technicians and office workers are provided, according to Roberts.

WKY Not Signed

IN AN ARTICLE covering broadcast labor developments it was incorrectly stated in the Oct. 15 BROADCASTING that employes of WKY, Oklahoma City, had joined American Radio Telegraphists Association, along with employes of other Oklahoma City stations. The information was obtained from sources believed reliable. WKY states that none of its employes have signed with ARTA and that it is definitely assured that they have no desire to affiliate with the union. BROADCASTING regrets the error.

WEAF-WJZ Take Discs

WEAF and WJZ, New York key stations of NBC, and KPO, NBC-owned station in San Francisco, will now accept transcriptions before 9 a. m. at card rates, following the lead of CBS for its New York key, WABC. Other NBC managed and operated stations already take discs.

Actual Television Is Declared Distant

Five Years Away, Loughrane Informs Movie Industry

THE motion picture industry has nothing to fear from television for at least five years, according to Basil Loughrane, radio director of Lord & Thomas, Chicago, who arrived in Hollywood Oct. 25 for a week's conference with Walt Disney Studio executives on the Walt Disney cartoon series to be sponsored by Pepsodent Co. (toothpaste), over NBC-Red network starting Jan. 2. He pointed out that perfected television will force a radical change in the film industry.

"It is impossible to say just what form this change will take or how far-reaching it will be," he said, "but there can be no doubt however, that it is the entertainment medium of tomorrow". Mr. Loughrane said one major motion picture studio already is preparing itself and has technicians and engineers experimenting with television as an insurance for the future.

Lucky Strike Audition

The Walt Disney cartoon series, tentatively set for Sundays, 3:30-4 p. m. (EST), was originally auditioned by Ruthrauff & Ryan Inc., several weeks ago for Lever Bros. Co., which turned it down in favor of a dramatic series featuring Edward G. Robinson. The Disney series will replace *Amos 'n' Andy*, who conclude their Pepsodent Co. contract on Dec. 31 to go under sponsorship of Campbell Soup Co. in January.

John G. Rogers Jr., Lord & Thomas, New York executive on the American Tobacco Co. account, was in Hollywood during October to discuss with Tom McAvity, the agency's radio manager in that city, the new Warner Bros.-Lucky Strike series planned for NBC-Red network release to replace the Wednesday night *Hit Parade*. Auditions of the variety show, with Dick Powell as master-of-ceremonies, have been transcribed and sent to American Tobacco Co. executives in New York for final approval. Don Becker, production manager of Transamerican Broadcasting & Television Corp., collaborated with McAvity and Jack Runyon, Lord & Thomas assistant radio manager in that city, in producing the auditions.

Lucky Strike Tests

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will start on Nov. 2 a test program on WOR, Newark, and WNBF, Binghamton, N. Y. Titled *Melody Mysteries*, the program will feature Richard Himber's orchestra, Fred Uttal as m.c., and Stuart Allen, vocalist. On each Tuesday broadcast a short dramatic sketch will be presented, in which is concealed the name of a popular song. Ten people from the studio audience will be asked to guess the title, winners to receive $5 and a carton of Luckies. The same prizes will be given to members of the listening audience who send in the best ideas for future scripts. The show may be extended to a large Mutual network later. Lord & Thomas Inc., New York, is in charge.

Bennett Resigns From Justice Post

Will Specialize in Copyright And Antitrust Practice

ANDREW W. BENNETT, for more than three years special assistant to the Attorney General in charge of the government's antitrust suit against ASCAP, resigned his post Oct. 31 to enter private practice of law in Washington in association with Guy & Brookes, Edmunds Bldg. It is understood he will specialize in copyright and anti-trust matters.

Mr. Bennett

In recent weeks there has been considerable discussion about possible abandonment of this three-year-old suit against ASCAP, now pending in the Federal courts in New York. The case has been dormant for the past year and there has been no indication from the Department as to whether it intends to seek resumption of the trial against ASCAP and 130 other defendants which was recessed in June, 1935, after ten days of hearing. The case was recessed pending an effort to stipulate the record.

Favored Reopening of Case

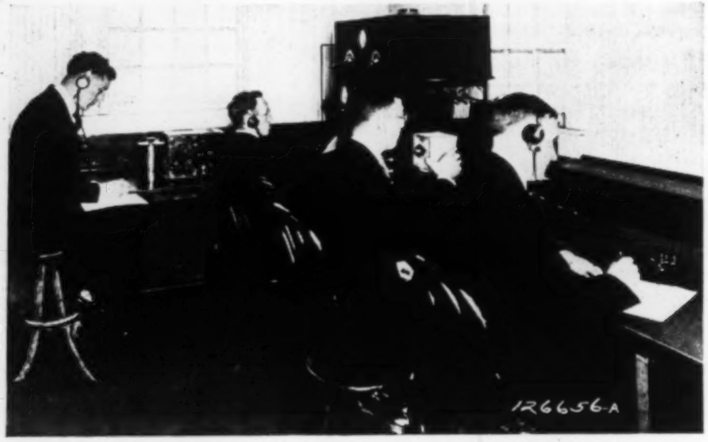
Mr. Bennett handled practically all of the government's preparation of the suit, which sought correction of ASCAP activities alleged to be in violation of Federal statutes. While no reason was given for Mr. Bennett's resignation, it had been reported that he had sought a reopening of the trial and vigorous prosecution of the case, but other Department officials apparently opposed that view.

A group of independent broadcasters desirous of seeing the government suit prosecuted, it was learned, have discussed with Mr. Bennett the possibility of an arrangement whereby he would represent them in copyright matters. This suit, plus the pendency of several bills in Congress seeking to regulate music combines, such as ASCAP, are matters in which these broadcasters have evinced interest. Moreover, the fact that a half-dozen states already have enacted state laws placing copyright groups under state jurisdiction, also has had the effect of arousing interest among independent broadcasters in the establishment of a central legal clearing house on copyright information. Mr. Bennett joined the Department of Justice in 1934 as special assistant, and handled all of the preparation for the government suit, which was instituted five months later. He was formerly of counsel for the United Fruit Co. in Boston and prior to that was in general practice in Washington.

Canada Dry on 26

CANADA DRY GINGER ALE Inc., New York, is sponsoring spot announcements on 26 stations. Contracts started on dates varying from Oct. 18 to Nov. 1. Agency is J. M. Mathes Inc., New York. Stations carrying the announcements are WSB, WBRC, WSFA, WBT, WGN, WIRE, WAVE, WHP, WJSV, four unnamed stations in Florida, and the 13 stations of the Yankee Network.

THEN--KDKA As It Looked in 1920



KDKA—The entire plant of the Pittsburgh station in 1920 (above) looked like this, including the entire personnel. The photo was taken Nov. 2, 1920 as the station broadcast returns on the Harding-Cox election. Below is the modern transmitter as viewed through the windows of the control room.

KDKA'S 17TH BIRTHDAY PARTY

Pittsburgh Station Celebrates With Dedication Of New 718-Foot Vertical Antenna

KDKA, Pittsburgh, observed its 17th anniversary of broadcasting Oct. 30 with a celebration attended by prominent radio officials and at the same time dedicated its new 718-foot Truscon antenna, symbolizing the advances achieved since the Nov. 2, 1920, broadcast announcing Warren G. Harding's election to the presidency. A special program was broadcast on NBC-Blue.

Attending the celebration were Lenox R. Lohr, NBC president; A. W. Robertson, chairman of the board of Westinghouse E. & M. Co.; Dr. Frank Conrad, Westinghouse assistant chief engineer; W. C. Evans, manager of the Westinghouse radio division; A. E. Nelson of NBC, manager of KDKA, and other Westinghouse and NBC officials.

Back in 1920 all of the station's equipment, technicians and engineers, were housed in a single room at the Westinghouse plant in East Pittsburgh. For the success of the original KDKA with its 100 watts and its small studio draped with burlap, credit goes to Dr. Frank Conrad who had been experimenting with radio since 1912.

During its 17 years of operation KDKA has achieved a number of "radio firsts". According to its management, KDKA was the first station to broadcast a divine service, Jan. 2, 1921; the first to carry an address by Herbert Hoover, an appeal for funds for European relief made Jan. 15, 1921; the first sportscast, a boxing match on April 11, 1921; the first theatrical program, May 9, 1921, and the first play-by-play baseball broadcast, Aug. 5, 1921.

In 1922 KDKA began its experiments in shortwave broadcasting and established itself as a pioneer in this new field of radio. A short-wave station with call letters of KDPM was installed in Cleveland and in 1923 KFKX, a rebroadcasting station, was constructed in Hastings, Neb. Among the first stations to become members of NBC in 1926 were KDKA and WJZ of the Westinghouse station group.

It is estimated by KDKA that its new antenna will give primary broadcasting service over an area 10 times greater than that previously provided. Around the 718-foot vertical antenna a circle of eight 90-foot antennas have been designed to suppress interfering waves.

The ring of shorter towers radiate skywaves, but in opposite directions so that they nullify the effect of the skywaves emitted from the main antenna and extend the fading zone. The 60-ton structure is composed of 32 three-cornered welded steel sections five feet wide and it rests in the ball and socket joint of a single large porcelain insulator strong enough to support the additional 20-ton load added by the pull of the guy wires. At a heighth of 336 feet the antenna is electrically broken by three insulators. The conductivity of the ground has been improved by burying 50 miles of copper wire, radiating out for 700 feet, one degree apart.

NOW--KDKA Modern Control Room

Foreign Nations Discuss License Fee Violations; Defer Copyright Action

THE problem of dealing with owners of unlicensed receiving sets was taken up at the Sept. 28-Oct. 2 session of the Radio-Electricity Eighth International Juridical Congress, held in Paris, nations which assess fees adopting a resolution calling for rigorous action and an international agreement.

Copyright problems, including broadcasts heard over p. a. systems, were considered but no action was taken, the Congress postponing decision until the next session because the various phases of the problem were so complicated.

Increase in wired radio, called "teleradiobroadcasting", was reported in Switzerland, where the percentage of such receivers was said to have risen from 15 to 25% in a short time. This form of communication was described as a danger to broadcasting in general due to improvement in wired radio technique.

Folger on 18 Stations

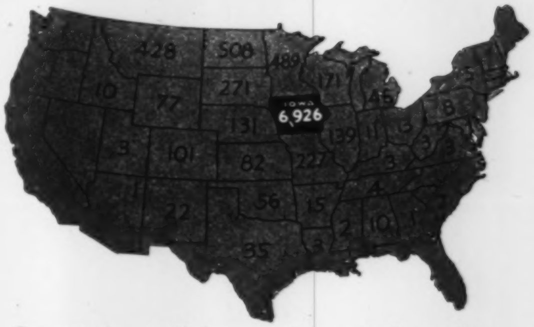
J. A. FOLGER & Co., Kansas City (coffee), on Oct. 11, after being off the air during the summer, returned with its *Judy & Jane* transcriptions on 18 stations. New stations carrying the broadcasts this fall are KSAD, WMC, WNAX, WFAA and WOAI. The quarter-hour discs aired five times weekly are also on the following stations: WOW, KPRC, WOC, WHO, WDAY, WDAF, KFH, KVOO, WKY, WIBW, WEBC and KCRC. Blackett-Sample-Hummert Inc., Chicago, agency placing the discs, handles the Folger account out of Kansas City, with the Raymond R. Morgan Co., San Francisco, handling the account of the San Francisco office. World Broadcasting System, Chicago, cut the transcriptions.

BIG, YES! —BUT INTIMATE!

MAYBE it's because we ourselves grew up on farms or in smallish cities—but somehow the people on our staff have succeeded in keeping big WHO the "*home-town station*" to millions of other plain folks throughout the Middle West.

Else why should 10,018 people write in to ask for a picture of H. R. Gross, our very swell news commentator? And why else should these requests come from 38 states—with 31% of them from *outside of Iowa?* And why else such an amazing response from a few 40-word, summer-time announcements *at 10:15 p. m., scheduled over the Fourth of July holidays?*

If you want *response* in the form of mail returns or *sales returns* from IOWA PLUS, assign the job to WHO. We're big, and big-hearted—but not big-headed, even though we'll call it quits if we can't *quadruple the results-per-dollar of all other Iowa stations combined.*



One out of every 72 homes in Iowa wrote for a photograph of Mr. Gross—and 3,104 other requests came in from states as far away as Washington, Maryland and Georgia!

WHO *for* IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . FREE & PETERS, INC., REPRESENTATIVES

Wave Shifts Are Expected at Havana

Six Classifications of Broadcast Stations Are Considered

DELEGATES TO HAVANA WAVE PARLEY

COMDR. CRAVEN

MR. NORWEB

NEW broadcast allocations in the United States, adhering to revised standards designed to eliminate discrepancies in the present structure, will grow out of the conclusions reached by the Inter-American Radio Conference beginning in Havana Nov. 1.

With a score of nations in the Americas — North, Central and South — having signified their intention of being represented the conference will consider ratification of resolutions covering those portions of the radio spectrum available to service on both continents. Adherence to engineering principles outlined by this country at a preliminary four-nation conference in Havana last March constitutes the most important phase of the deliberations.

Expected to last a month, the Havana sessions will seek to unite the American nations not only on broadcast allocation principles, but on other services throughout the spectrum, with the likelihood that all these nations will present a coordinated viewpoint at the International Telecommunications Conference, which convenes in Cairo, Egypt, next February. Following the Havana conference, however, it is likely that this country, through the FCC, will proceed with revision of broadcast assignments in conformity with the agreement reached, which is expected to be generally along the lines of the so-called Craven-Ring plan pending before the FCC since January.

Headed by Craven

FCC Commissionar T. A. M. Craven on Oct. 23 was named chairman of the American delegation to the conference by President Roosevelt. He was also chairman of the preliminary engineer-conference in the Cuban capital earlier this year, at which time he was chief engineer of the FCC. Regarded as one of the world's foremost engineering authorities, and as an able treaty-negotiator, Commissioner Craven also is expected to be a delegate to the Cairo sessions.

Named as the second delegate was R. Henry Norweb, American minister to the Dominican Republic, a State Department career man. He was a technical assistant to the American delegation attending the CCIR radio conference at The Hague in 1929 and is conversant with the diplomatic phases of radio conferences.

A corps of technical advisors also was designated by the President, with the advice of the State Department. These are Lieut. E. K. Jett, acting FCC chief engineer; Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting; Col. David M. Crawford, Army Signal Corps; Harvey B. Otterman, of the Treaty Division, State Department, who served as a delegate to the preliminary engineering conference; Gerald C. Gross, chief of the FCC International Section, and Carlton Hurst, American consul in Havana, who will be delegation secretary.

The delegation entrained Oct. 28 and arrived at the Cuban capital on Oct. 30, making the overnight trip from Miami by boat. As customary at such conferences, the first week is to be devoted largely to the formality of organizing subcommittees and assigning particular studies to particular groups. It is expected there will be two major groups—one administrative and the other engineering. Industry groups, such as the NAB, Clear Channel Group, Regionals, and the like, as well as individual networks and companies, will be represented unofficially at the conference, and possibly sit in subcommittee sessions, but the final proposals will be developed by the delegations.

Fifteen resolutions, adopted at the March preliminary conference, will form the basis of the conference agenda. The finishing touches to the proposals of the American delegation were applied at a meeting Oct. 25 under the auspices of the FCC, attended by members of the Preparatory Committee.

Change in Classifications

The most important phase of this plan covers allocations in the range 540 to 1600 kc. It proposes six rather than the present three classifications of stations in the broadcast category. It recommends reduction of the nominal number of clear channels from 40 to 25, with duplication under certain conditions on the 15 nonexclusive waves, and with high power. It recommends new classifications of regionals, with power up to 5,000 watts day and night permitted to certain channels. It would be possible for 100-watt night locals to increase to 250 watts where minimum technical standards are adhered to. Mileage separation tables would become nonexistent except for their collateral value.

Such a yardstick would make possible use of channels on a duplicated basis among the four principal nations of this continent—the United States, Canada, Mexico and Cuba—without causing a complete revamping of the spectrum. The United States and Canada have operated on a channel-division basis since 1927 by "gentleman's agreement", but Mexico and Cuba have never agreed to any arrangement.

It is possible that in devising the plan, certain exclusive waves will be shifted, plus arrangements among the four nations on duplication on regionals and locals and erstwhile clears by adherence to engineering standards which will seek to avoid interference. Whether this will be accomplished by treaty or otherwise, is a matter to be decided at the conference.

In addition to the regular broadcast band, the agenda includes consideration of frequencies between 1600 and 4000 kc. for services other than broadcasting, because of the Mutual inter-American interference problem. And in the international broadcast bands there must be action in view of the impending Cairo conference. Thus, the hope at Havana is for agreement among the four nations of this continent on conventional broadcasting; among all the Pan American nations on the use of the medium shortwave band from 1600 to 4,000 kc., and an understanding on the entire spectrum in anticipation of the International sessions in Cairo.

It appears likely, moreover, that the Havana sessions will separate themselves into two distinct categories on broadcasting—the North American region and the South American region. That is because the standard broadcast allocations do not involve interference considerations between the two continents. Thus, there may be two broadcast agreements—one covering each continent.

One of the important considerations of the conference, insofar as the arrangement among North American stations is concerned, will be that of so-called "outlaw" stations along the United States-Mexican border, backed for the most part by Americans for the purpose of serving American listeners. These stations, using high-power and operating mainly on mid-channels, have caused serious interference with American and Canadian stations during the last half-dozen years. The conclusion of the preliminary conference that stations are designed to serve nationals of the country in which they are located, may have an important bearing on the future status of such stations, among them Brinkley's XER at Villa Acuna, across from Del Rio Tex., and Baker's XENT at Neuvo Laredo, across from Brownsville, Tex.

Complete details of the preliminary engineering conference in Havana early this year [BROADCASTING, April 15] will serve as the basis of the formal discussions.

The Canadian delegation to the conference, named last month, comprises Laurent Beaudry, Department of State, head of delegation; Comdr. C. P. Edwards, chief, Air Service; Dr. Augustine Frigon and Donald Manson, both of CBC; K. A. McKinnon, Walter Rush and J. W. Bain, Department of Transport; W. L. Laurie, Signal Corps.

Final Meeting Held

The main American preparatory committee for the Havana conference, composed of leading government radio officials and experts of broadcasting and communications interests, held its final meeting Oct. 25, approving a report of its broadcasting subcommittee which will form the basis of the participation by the American delegation in the discussion at the Cuban capital. The broadcasting subcommittee report, drafted by a group of leading broadcasting engineering experts under the chairmanship of FCC Assistant Chief Engineer A. D. Ring in charge of broadcasting, embodied with only a few minor changes the engineering principles adopted at the preliminary four-nation technical conference held in Havana last March.

The keynote of the discussions about the broadcasting subcommittee report and the preparations for the American delegation was that the program of this country's representatives at the Havana parley should be left in a flexible status so the United States unit could adjust any minor differences with the Pan American nations. American Minister Norweb presided.

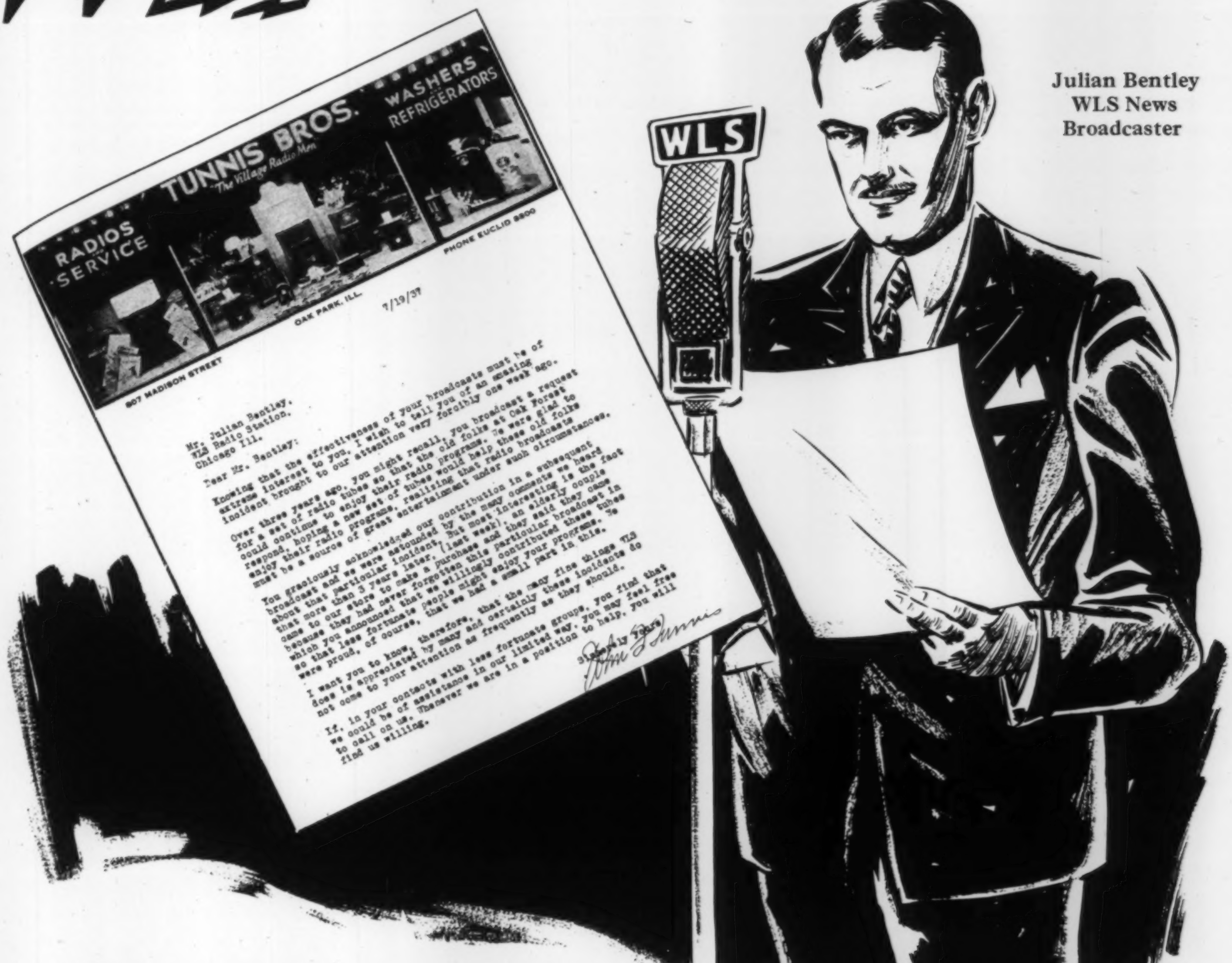
Representatives of the various companies and organizations who will attend the conference are: James W. Baldwin, managing director, and possibly an engineer for National Association of Broadcasters; Dr. C. B. Jolliffe, RCA; Charles W. Horn, Phillip J. Hennessey Jr. and W. C. Lent for NBC; W. B. Lodge, CBS; Louis G. Caldwell, J. H. DeWitt Jr., WSM; G. F. Lydorf, WLW, and possibly C. J. Meyers, WGN, and P. A. Loyet, WHO, for the Clear Channel group; Paul Goldsborough, Aeronautical Radio Inc.; P. A. de Mars and Dr. G. W. Pickard for regional stations; F. M. Ryan, American Telephone & Telegraph Co., and Haraden Pratt, vice-president and chief engineer of Mackay.

WCLS Control Sold

PROPOSED purchase of control of WCLS, Joliet, Ill., by L. W. Wood, partner in the firm of Wood & Anderson Co., St. Louis manufacturers and distributors, was disclosed in an application to the FCC for authority to transfer 51% of the stock. WCLS operates with 100 watts on 1310 kc. Its present owner is R. W. Hoffman, who is also principal owner of WHFC, WEHS and WKBI at Cicero, Ill.

XUM

WLS Listeners are Loyal



Julian Bentley
WLS News
Broadcaster

TUNNIS BROS.
The Village Radio Men
RADIOS AND SERVICE
WASHERS
REFRIGERATORS
907 MADISON STREET
OAK PARK, ILL.
PHONE EUCLID 8800

7/19/37

Mr. Julian Bentley,
WLS Radio Station,
Chicago Ill.

Dear Mr. Bentley:

Knowing that the effectiveness of your broadcasts must be of extreme interest to you, I wish to tell you of an amazing incident brought to our attention very forcibly one week ago.

Over three years ago, you might recall, you broadcast a request for a set of radio tubes so that the old folks at Oak Forest could continue to enjoy their radio programs. We were glad to respond, hoping a new set of tubes would help these old folks enjoy their radio programs, realising that radio broadcasts must be a source of great entertainment under such circumstances.

You graciously acknowledged our contribution in a subsequent broadcast and we were astounded by the many comments we heard about that particular incident. But most interesting is the fact that more than 3 years later, (last week), an elderly couple came to our store to make a purchase and they said they came because they had never forgotten this particular broadcast in which you announced that we willingly contributed these tubes so that less fortunate people might enjoy your programs. We were proud, of course, that we had a small part in this.

I want you to know, therefore, that the many fine things WLS does is appreciated by many and certainly these incidents do not come to your attention as frequently as they should.

If, in your contacts with less fortunate groups, you find that we could be of assistance in our limited way, you may feel free to call on us. Whenever we are in a position to help, you will find us willing.

Sincerely yours,
John J Tunnis

WLS news reports are not available for sponsorship. Their sole purpose is to keep listeners informed. With a continuous fourteen-year policy of program service, WLS has proved the radio hypothesis that service creates listener loyalty. Listener loyalty predicates sound advertising results.

WLS The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

John Blair and Company: National Representatives

Programs Promote American Exports

Uncle Sam Finds Broadcasts Boom Nation's Commerce

BROADCASTS have taken a leading part in promoting foreign sales of American drugs, pharmaceuticals, toiletries and soaps, according to a survey by C. C. Concannon, chief of the Chemical Division, U. S. Department of Commerce.

Commenting on radio's part in commerce, he stated:

"Radio has played no small part in bringing this about. Manufacturers of these commodities have blazed the way in chain radio advertising since radio became a reality. While designed for domestic consumption, these sponsored programs know no boundaries. A few years ago American programs extended only to nearby countries—Mexico, Canada and Cuba. With the perfection of shortwave, however, they encircle the globe, taking their messages to the most inaccessible regions.

Cost of Talent

"During the current year American manufacturers will spend some $70,000,000 for chain radio advertising—and this figure does not include the cost of talent. More than 25 per cent of this outlay will be accounted for by manufacturers of drugs, toiletries and soaps; another 25 per cent will be spent by processors of foodstuffs, and the rest by manufacturers of automobiles, clothing, home furnishings, smoking tobacco, and miscellaneous items.

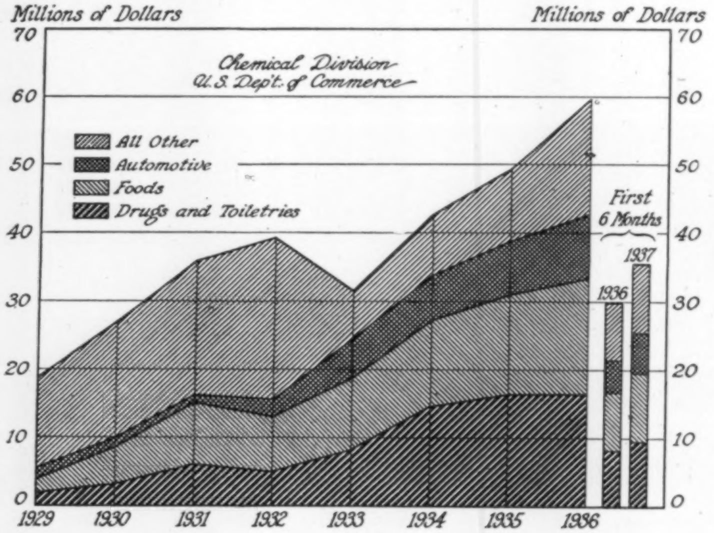
"In 1929, the year that chain advertising emerged as another great American enterprise, the total outlay for chain advertising facilities aggregated $19,000,000. During each succeeding year, with the exception of 1933, expenditures for this class of advertising increased. reaching $59,700,000 in 1936, and in the first half of the current year the total was recorded at $35,500,000. Feeling their way, manufacturers of drugs and toiletries appropriated $5,000,000 for this new form of advertising in 1929, and each year thereafter, except for 1932, the budget was increased. In 1936, $16,400,000 was spent by this group of manufacturers for chain radio advertising and during the current year the figure will approach $20,000,000, according to present indications."

RCA Buys Local Shows

WHAT may be the beginning of widespread purchases of locally built shows to promote RCA products in collaboration with local dealers, has been launched in Washington where the two NBC-operated stations, WRC and WMAL, have signed RCA Mfg. Co. and its local distributor, Southern Wholesalers Inc., as new sponsors. On WRC, RCA is buying the *Slumber Hour*, 11:15 p. m. to 12 midnight transcription period, six nights weekly, to promote the sale of Victor records. On WMAL, Southern Wholesalers Inc. has purchased Gordon Hittenmark's *Man-on-the-Street* program, Tuesdays and Thursdays, 7:45-8 p. m., to promote the sale of RCA Victor radios. Campaigns are handled direct, but it is understood the distributor concern has a cooperative advertising arrangement with RCA.

U.S. NETWORK ADVERTISING

(Cost of facilities only)



John S. Young Is Named To New York Fair Post

JOHN S. YOUNG, announcer, has been appointed head of the department of radio and broadcasting for the New York World's Fair, 1939, and will begin his new duties on Nov. 1. His first task will be to work out a plan of procedure for this new department, which will supplement the work of the press department in publicizing the Fair, and to build up a competent staff for this work.

Mr. Young

Beginning at WBZ in 1925, Young joined NBC as staff announcer in 1928; was selected "all-American" announcer in 1929, '30, '31 and '32; gave the first course in radio technique at New York University in 1932; was the first announcer to be heard in experimental trans-Atlantic broadcasts and the first exchange announcer between England and the United States. For the last year he has broadcast a daily news commentation period on CBS sponsored by General Mills Inc.

In announcing the radio and broadcasting department of the Fair, Grover Whalen, exposition president, stated that widespread use will be made of radio.

Knox on 10 Stations

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin), started the week of Oct. 25 one-minute spot announcements to run for 13 weeks on the following stations: KDKA, WCAU, WGN, WGY, WTAM, WJR, KMOX, WCCO, KFI, KEX. Announcements are made twice a week, some on Tuesday and Thursday and others on Wednesday and Friday. The company the same week started participation in *Gretchen McMullen's* daytime program on the Yankee Network. Agency is Kenyon & Eckhardt Inc., New York.

Press Tieup Basis Of Adverse Report

RECOMMENDATION that the FCC deny the application of W. P. Stuart, publisher of the *Prescott* (Ariz.) *Courier*, for a new station in Prescott, and that it grant a competitive application in which no newspaper connection was involved, was made Oct. 20 by FCC Examiner P. W. Seward.

After finding that both Stuart and the Southwest Broadcasting Co., of Prescott (Albert Stetson, president), were qualified legally, financially and otherwise, Examiner Seward recommended that the latter application be granted, which had already been done by the FCC. The report was on a rehearing of the applications in Prescott, after the FCC had remanded the original report to procure further evidence on the financial responsibility of the Southwest. In his conclusion, Mr. Seward, among other things, stated:

"The applicant W. P. Stuart is the owner of the only daily newspaper in northern Arizona, and also publishes a weekly newspaper; he devotes approximately four days each week to his duties as U. S. Collector of Internal Revenue in his office in Phoenix; if his application is granted the station will be operated as an adjunct to his newspaper business, which will give him a virtual monopoly in the dissemination of news in the area; and would virtually eliminate competition in advertising rates between the newspapers and proposed radio broadcast station, which is not considered in the public interest."

Chicopee Plans Spots

CHICOPEE SALES Corp., New York (Chixdown diapers), has appointed Campbell-Lampee Inc., New York, to direct advertising. H. B. Irvine, account executive, told BBOADCASTING that local spot radio will be used, starting about Dec. 1. Both 100-word announcements and quarter-hour programs are being considered.

Throckmorton Is Named As President of RCA; Beal Head of Research

G. K. THROCKMORTON, executive vice-president of RCA Mfg. Co., Camden, has been elected president of the company. He has been in radio since 1926 and has served as operating head of RCA Mfg. Co. since the retirement of E. T. Cunningham, former president, last April. Mr. Throckmorton has been in radio since 1922, before that having been with Link Belt Co. and Sears Roebuck. Until 1931 he was with E. T. Cunningham Inc., becoming an RCA executive that year. He was born in Indiana and attended Purdue and Cornell.

Mr. Throckmorton

To coordinate the research work of RCA and its various units, Ralph R. Beal last month was appointed research director of RCA, a newly-created post. Since 1934 he has been in the executive offices of RCA in an engineering capacity, which included advisory and supervisory functions over RCA's various laboratories, including television. RCA announced that Mr. Beal will direct radio propagation studies and the development of new systems for existing and projected communications applications, development of sound motion picture recording and reproduction, general and electronic research, facsimile development, vacuum tube development, etc.

Mr. Beal

Mr. Beal, a Leland Stanford graduate, has been identified with radio since 1912. During the war he was resident engineer in Washington for Federal Telegraph Co., later serving as chief engineer in charge of the installation of high-power transmitting equipment for the Navy. In 1926 he joined RCA as Pacific Division engineer, later becoming manager of the Pacific Division of RCA Communications Inc.

WHEF, Kosciusko, Sold

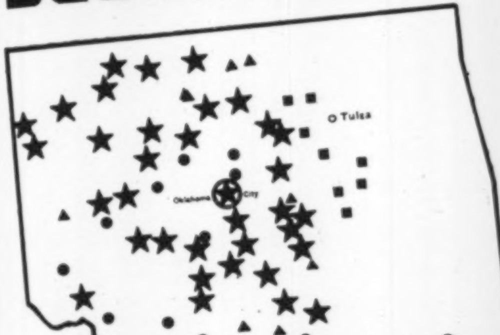
HAVING recently purchased a minority interest in WHEF, Kosciusko, Miss., 100 watts on 1500 kc., Roy L. Heidelberg, owner of the Heidelberg Hotel in Jackson, Miss., and also owner of three hotels in Baton Rouge, La., has negotiated for the purchase of the remaining stock in that station. Application for authority to transfer control from J. E. Wharton to Mr. Heidelberg has been filed with the FCC. The purchase price was understood to be around $10,000. Mr. Wharton, together with C. E. Wharton of Bloomberg, Tex., was at one time the owner of what is now WRGM, Grenada, Miss., recently sold to P. K. Ewing, commercial manager of WDSU, New Orleans.

ENGAGING its own line from 7:45 to 8 p. m. (CST) each Sunday night, WGN, Chicago, on Nov. 14 will resume the weekly *Capitol Comment* feature direct from Washington by the *Chicago Tribune* Washington correspondent, Arthur Sears Henning.

WKY'S RADIO-LISTENING CHAMPIONSHIP IN OKLAHOMA IS

SAFE BY A MILE

SCORE CARD



Number of Stores Surveyed	71
Number of Towns Surveyed	68
Number of Replies Received	63
★ **LISTENING TO WKY**	**34**
▲ Listening to Local Stations	9
■ Listening to a Tulsa Station	8
● Listening to a Dallas Station	7
● Listening to Another Oklahoma City Station	5

WKY walked away with the World Series radio-listening pennant in Oklahoma!

● To 71 leading independent druggists in 68 Oklahoma towns went this telegram during the third game of the World Series, dispatched by the state's biggest drug wholesaler:

> BASED ON YOUR OBSERVATION, OVER WHAT RADIO STATION IS THE MAJORITY OF YOUR TOWN HEARING THE WORLD SERIES BROADCASTS. ANSWER RETURN WIRE COLLECT.
>
> ALEXANDER DRUG COMPANY

Back came 63 replies. When the score was added up, WKY had taken Oklahoma like the Yanks took the Giants . . . gathered more "hits" than all other stations combined and cracked out a 4 to 1 decision over its nearest competitor.

Time after time, year after year, in every kind of test and survey, WKY has continued to hold the radio-listening championship of Oklahoma.

With both coverage-power and program-power in its line-up, WKY has what it takes to attract the largest audience in Oklahoma . . . and to keep your product in the upper division of public favor.

Give YOUR selling job to the champion in Oklahoma!

WKY OKLAHOMA CITY

NBC

AFFILIATED WITH THE OKLAHOMAN, THE TIMES and THE FARMER-STOCKMAN
NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

FCC Gives Reasons for Disqualifying Payne

Allegation of Bias Is Accepted By Commission

(*Continued from page 11*)

allegations in the affidavit, the Chairman should be glad to have a general denial admitted of record unless that would be objected to by counsel; and,

(9) The fact that counsel for respondents stated that, if Commissioner Payne desired said statement (mentioned in (7) supra) to be a general denial, counsel for respondents should have the privilege of cross-examination and the Chairman's statement that he would be obliged to recognize that right; and,

(10) The fact that neither Commissioner Payne nor counsel for the respondents made any further statement at that time or in answer to the Chairman's question, addressed to Commissioner Payne and counsel, as to whether the record was to be closed upon this preliminary question before the Commission by the presentation of the motion by counsel for respondents to disqualify Commissioner George Henry Payne and the affidavit attached thereto and without further offering of affidavit or evidence or plea of any kind by any of the parties concerned.

NOW THEREFORE IT APPEARING to the Commission, upon consideration of said motion, Commissioner Walker dissenting, (Commissioner Payne not participating), that the Commission has jurisdiction to grant or deny the same; and,

IT ALSO APPEARING, in the circumstances above recited, especially after Commissioner Payne's disclaimer of desire to deny, contradict, explain, answer or otherwise reply to said motion and affidavit, that said motion may properly be considered and finally determined solely on the question of law raised thereby, namely, whether, taking the facts alleged in said affidavit to be true for the purpose of the motion, said motion should be granted, without an inquiry into the objective truth or falsity of such allegations; and,

Claims in Affidavit

IT FURTHER APPEARING that said affidavit contains allegations of fact, particularly the allegations contained therein:

(a) In numbered paragraphs 1, 2, 3, and 4, which read as follows:

"1. On or about October 15, 1936, the Magazine BROADCASTING and BROADCAST ADVERTISING, owned by Broadcasting Publications, Inc., a client of the affiants, published an editorial condemning certain conduct of Commissioner Payne.

"2. During the period intervening between Oct. 15, 1936, and Dec. 7, 1936, Commissioner Payne made frequent threats of an imminent suit for libel against the magazine. He caused an investigation to be made as to the stock ownership of Broadcasting Publications Inc., and during the course of such investigation ascertained that the affiant Segal was the owner of one share of stock in Broadcasting Publications Inc., and a member of its board of directors. Thereafter, Commissioner Payne made threats that he would 'get' the affiant Segal.

"3. Thereafter and on Dec. 7, 1936, Commissioner Payne as plaintiff instituted a suit against Broadcasting Publications Inc., its editor and its publisher, claiming damages to the extent of $100,000 on account of the publication of the editorial above described. On Dec. 31, 1936, the affiant Segal in association with other counsel, filed pleas in which, among other things, it was set up that the matters of criticism published in the editorial referred to were true.

"4. After the filing of this plea Commissioner Payne undertook to cause the bringing of disbarment proceedings against the affiants and to give the affiants every possible unfavorable publicity."

"(b) Relating to statements made by Commissioner Payne to the public through the press on several occasions and to the public through the radio in the course of a speech concerning matters at issue in this proceeding;

"(c) To the effect that Commissioner Payne sought to give the charges against the respondents wide publicity;

"(d) Charging attempts on the part of Commissioner Payne, through "inaccurate statements" to press columnists "to bring the affiants into disrepute and to facilitate his plan to bring about, if possible, the disbarment of affiants";

which facts, if true, show that Commissioner Payne has personal malice, bias and prejudice against the affiants by reason of which he is unable to act impartially in this proceeding.

IT APPEARS THEREFORE to the Commission that said motion and affidavit in support thereof are legally sufficient and should be taken as true for the purpose of this motion.

SAID MOTION TO DISQUALIFY IS, therefore, granted and

IT IS HEREBY ORDERED that said Commissioner George Henry Payne be, and he is hereby, disqualified from the consideration of and prevented from participation in these proceedings in any manner.

The Secretary of the Commission is hereby directed to file said motion and this order in the docket files of the Commission with the Rule to Show Cause issued to the respondents by order of September 16, 1937, the Rule to Show Cause issued by order of May 19, 1937, and the answers filed by respondents to said Rules to Show Cause.

Federal Communications Commission
By FRANK R. MCNINCH
FRANK R. MCNINCH, *Chairman*
Effective: Oct. 19, 1937.
Filed: Oct. 25, 1937, 9:55 A. M.

Commissioner Payne's Press Release On His Disqualification From Hearing

Following is the full text of the press release Oct. 19 by Commissioner Payne challenging the authority of his fellow commissioners in disqualifying him from sitting in the Segal-Smith trial.

At the trial today of Paul M. Segal and George S. Smith before the FCC a motion to disqualify Commissioner George Henry Payne was made by the counsel for Segal and Smith.

The first appeal was to Commissioner Payne to disqualify himself, which he refused to do. The counsel for the two lawyers then moved that the Commission disqualify Commissioner Payne, and this, the five members of the Commission voted to do. Commissioner Payne then notified the Commission that he would accept their decision but would make a statement in court as to his own views of the illegality of the action of the majority of members of the Commission. This the five members of the Commission declined to do on the grounds that it was improper and "did not belong in the record."

Commissioner George Henry Payne's statement was as follows:

"This statement is made to the press for the reason that the majority of the Commission declined to permit me to make it at the hearing of Paul M. Segal and George S. Smith on the ground that it was improper. I have today been disqualified by a majority of the Commission from sitting at these disbarment hearings.

"In the statement that I made this morning I emphasized the fact that neither in common law nor in constitutional or statutory provisions, and certainly not in the Communications Act of 1934, is there any ground for my disqualifying myself in a case such as this.

"The action taken by five members of the FCC this afternoon, disqualifying me from sitting in this hearing, is, I believe, without warrant of law and may lead to grave consequences in the future. Under this ruling it may be possible for a lawyer to ask for the disqualification of any member of any Commission whose just judgment he has reason to fear. It leaves the way open for absolute control of the Commission in Washington by lawyers whose public interest is subordinate to the interest of their clients.

"The respondents have cited only one case (Cooke v. U. S., U. S. Reports 267). In this case the Justice

(*Continued on page 46*)

Lawyers' Affidavit Not Contested By Payne

Following is the Segal-Smith affidavit accompanying their motion to disqualify Commissioner Payne. When Mr. Payne failed to deny the charges, his colleagues voted to disqualify him. Thereupon Mr. Payne issued a press release challenging the Commission's authority, full text of which starts on this page.

Paul M. Segal and George S. Smith, being sworn, say:

They are respondents mentioned in orders of the FCC dated May 19, 1937, and Sept. 16, 1937, bringing disbarment proceedings against them.

Hearing on such orders is to take place Oct. 19, 1937.

Hon. George Henry Payne is a member of the Commission and so far as affiants know he proposes to sit as a member of the Commission at the hearing, and to pass judgment upon the truth or falsity of the charges contained in the orders.

Commissioner Payne is disqualified so to sit, because he has personal malice, bias and prejudice against the affiants by reason of which he is unable impartially to exercise his function as a member of the Commission in this matter.

His bias is of such a character as seriously to impair his impartiality and to sway his judgment.

His malice against the affiants has been shown by Commissioner Payne: In the conduct of a planned campaign of public adverse publicity against the affiants in the public and trade press and over radio broadcasting stations; in acting as investigator and prosecutor of affiants at his own instance and responsibility and without authority from his colleagues as a Commission, and in other ways which will be made apparent below.

The malice of Commissioner Payne against the affiants is due to: the performance by affiants of their duty as counsel for the defendants in *George H. Payne*, Plaintiff, v. *Broadcasting Publications, Inc., Martin Codel and Sol Taishoff*, Defendants, being cause No. 88319 in the District Court of the United States for the District of Columbia, being an action for damages on account of an alleged libel published by the defendants concerning Commissioner Payne; the pleading filed by affiant Segal as of counsel for the defendants in that case setting up, among other defenses, the truth of the alleged libel; the thorough investigation conducted by and under the direction of the affiants—and concerning which knowledge has come to Commissioner Payne—into the qualifications, character, personal history and characteristics of Commissioner Payne.

The information available to the affiants and which they believe, proving the malice and bias of

(*Turn to page 26*)

XUM

More Power to you

• • • IN MISSISSIPPI

New power (5,000 watts) . . . new transmitter (RCA) . . . new vertical radiator (330 foot Truscon). That's the new WJDX story.

This increased power and improved equipment means wider coverage, added listeners and greater advertising results.

70% of Mississippi's total income is spent in the good service area of WJDX.

★

NBC

the Voice of Mississippi
WJDX

JACKSON • MISSISSIPPI

OWNED AND OPERATED BY THE LAMAR LIFE INSURANCE COMPANY

Commissioner Payne and its sources, is as follows:

1. On or about October 15, 1936, the Magazine BROADCASTING and BROADCAST ADVERTISING, owned by Broadcasting Publications, Inc., a client of the affiants, published an editorial condemning certain conduct of Commissioner Payne.

2. During the period intervening between Oct. 15, 1936, and Dec. 7, 1936, Commissioner Payne made frequent threats of an imminent suit for libel against the magazine. He caused an investigation to be made as to the stock ownership of Broadcasting Publications Inc., and during the course of such investigation ascertained that the affiant Segal was the owner of one share in Broadcasting Publications Inc., and a member of its Board of Directors. Thereafter, Commissioner Payne made threats that he would "get" the affiant Segal.

3. Thereafter and on Dec. 7, 1936, Commissioner Payne as plaintiff instituted a suit against Broadcasting Publications Inc., its editor and its publisher, claiming damages to the extent of $100,000 on account of the publication of the editorial above described. On Dec. 31, 1936, the affiant Segal in association with other counsel, filed pleas in which, among other things, it was set up that the matters of criticism published in the editorial referred to were true.

4. After the filing of this plea Commissioner Payne undertook to cause the bringing of disbarment proceedings against the affiants and to give the affiants every possible unfavorable publicity.

5. On or about Feb. 10, 1937, because of the filing of certain depositions in the matter of Richard M. Casto then pending before the FCC, the Commission issued a letter of reprimand to the affiant Smith concerning the filing of the said depositions. On the issuance of this letter of reprimand, it was the understanding among the members of the Commission that the matter of the filing of the depositions referred to was a closed incident and that no publicity would be given to the letter of reprimand other than placing the letter in the minutes of the Commission.

6. At the time of issuing the reprimand, Commissioner Payne was away in the State of Florida. On his return to Washington and at the next meeting of the Commission, namely, March 10, 1937, he made the claim to his fellow Commissioners that he had additional information "concerning the Smith case" and upon such representations Commissioner Payne was appointed Chairman of a committee with power to investigate such alleged additional information.

7. Forthwith upon the appointment of said committee and notwithstanding the informal understanding against the issuance of publicity and being actuated by malice and bias against the affiants Commissioner Payne sent for press representatives, including representatives of the United Press, and other agencies and published to them the fact that a reprimand had been issued to the affiant Smith and specifically named Smith and gave details concerning the filing of the depositions, together with quotations from the letter of reprimand.

At the same time Commissioner Payne gave to Robert Heinl of Washington, D. C., publisher of Heinl Communications Letter (a service subscribed to by broadcasting stations), for publication by the said Heinl, a statement containing certain allegations the substance whereof was thereafter published by the said Heinl as follows:

> PAYNE INITIATES "LOBBY" PROBE AS CONNERY GETS HEARING.
>
> Under the sponsorship of George Henry Payne, the FCC this week initiated a new inquiry that may delve into some of the charges of "radio lobbying" as the House Rules Committee opened hearings on the Connery resolution calling for a general broadcasting investigation by Congress.
>
> The FCC probe is directed at a single Washington attorney, who is alleged to have disregarded FCC rules of procedure by inserting affidavit copies in a Commission docket file. The Commission had already acted on the case, transferring an aid in the docket section and reprimanding the lawyer, George S. Smith, of Washington, when Commissioner Payne returned from a period of illness.
>
> Commissioner Payne, who has frequently assailed what he terms "the Washington radio lobby" insisted that the FCC action was not severe enough and demanded that the inquiry be reopened. The FCC then designated him Chairman of a special investigating Committee. The other members are Commissioners Irvin Stewart and Thad Brown.
>
> "While the Committee was directed to investigate the Smith case, it is not unlikely that Commissioner Payne will find a way to extend his inquiry into general practices of radio attorneys before the Commission."

8. Thereafter, and prior to any action by the Communications Commission on the question whether or not affiants had been guilty of any improprieties, Commissioner Payne gave to Drew Pearson and Robert Allen, writers of the column "Washington Merry-Go-Round" (a feature syndicated in a great many American newspapers), inaccurate statements calculated by Commissioner Payne to bring the affiants in disrepute and to facilitate his plan to bring about, if possible, the disbarment of affiants.

9. On May 17, 1937, there was published in the "Washington Merry-go-Round" the following article, which was based on statements made by Commissioner Payne to the said Pearson and Allen, or one of them, on or prior to May 13, 1937:

> Watch for some fireworks within the FCC within the near future.
>
> For a long time the FCC has been one of the most haphazard and politically-minded institutions in Washington, and now some of the practices below its surface are coming to the top.
>
> One of these is the custom certain radio lawyers have of coralling a bevy of Commission stenographers to entertain their visiting clients on dull Washington evenings.
>
> Another is the substitution of papers in the Commission's files, accompanied by certain radio lawyers through the cooperation of friendly FCC stenographers.
>
> Another is the setting up of dummy companies in order to secure or oppose the granting of wavelength licenses.
>
> A group of righteous FCC Commissioners, irate at what has been going on under their own noses, are now investigating the latter practice. They will soon expose the fact that a Washington law firm set up a corporation composed of three stenographers in order to file petitions with the Commission regarding radio licenses at Cheyenne, Wyo., Portland and Aroostook, Me.

The reference in said article to the alleged substitution of papers in the files of the FCC by "certain radio lawyers through the cooperation of friendly FCC stenographers," was an obvious reference to affiant Smith, concerning whom Commissioner Payne had issued the publicity described in paragraph 7 hereof, and said reference was made more obvious when, on May 19, 1937, both affiants were charged in these proceedings with such interpolation.

The statement that a group of righteous FCC Commissioners will soon expose the fact that a Washington law firm set up a corporation composed of three stenographers in order to file petitions with the Commission regarding radio licenses at Cheyenne, Wyo., Portand Aroostook, Me., was likewise obviously a reference to affiants, who were thereafter, on May 19, 1937, charged with improper conduct with reference to applications for permits at Cheyenne, Wyo., Portland, Me., and Lewiston, Me.

On May 21, 1937, there was published in the "Washington Merry-Go-Round" the following article, which was based on statements made by Commissioner Payne to the said Pearson and Allen, or one of them, on or prior to May 17, 1937.

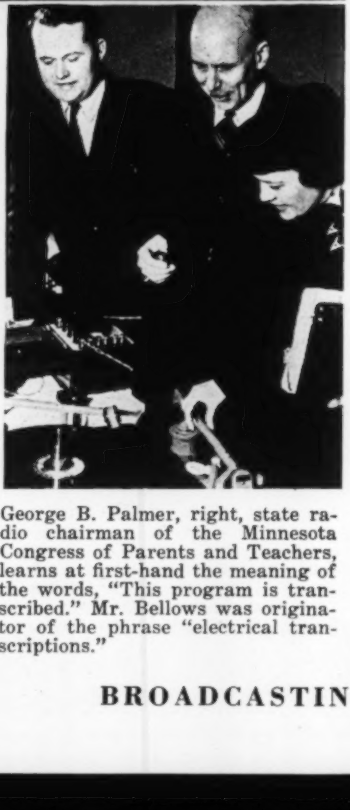
> Illustrating the phony trafficking in radio wave-lengths sometimes put across on the FCC is the case of Richard M. Casto, who applied for a radio license at Johnson City, Tenn.
>
> When Casto was examined by the FCC, the extraordinary fact developed that never in his life had he

(*Turn to page 28*)

As Educators Convened in Twin Cities

—Minneapolis Journal Photos

TO RAISE the level of educational programs, broadcast on time donated by the station, KSTP, St. Paul, conducted the first educational broadcasting conference in the Northwest, with more than 400 representatives of civic and educational groups and institutions in attendance. Principal speakers were Judith Waller, educational director of the NBC central division, Chicago; Henry A. Bellows, former vice-president of CBS and member of the original Federal Radio Commission, now an executive of General Mills Inc.; Dr. Malcolm S. MacLean, director of the University of Minnesota's general college, and Mrs. B. F. Langworthy, junior past president of the National Congress of Parents and Teachers. Round-table discussions, addresses and production demonstrations featured the one-day meeting.



Above, left to right, are Thomas D. Rishworth, KSTP educational director who was in charge of the conference; Miss Waller; Mrs. Langworthy and Dr. MacLean. Below, with the help of Val Bjornson, KSTP editorial commentator, left, and Mr. Bellows, center, Mrs. George B. Palmer, right, state radio chairman of the Minnesota Congress of Parents and Teachers, learns at first-hand the meaning of the words, "This program is transcribed." Mr. Bellows was originator of the phrase "electrical transcriptions."

XUM

Every Day An Original Production from the Staff of WWJ

MEL WISSMAN

SUNDAY

"Souvenirs"

A unique type of program which recalls the past with story and song. Written by Mel Wissman, of the WWJ staff.

MYRON GOLDEN

MONDAY

"Causes of Crime"

Dramatization of actual cases from the files of social agencies, with discussions by eminent authorities. Written by Myron Golden.

WYNN WRIGHT

TUESDAY

"Voices"

From voices here, there and everywhere this drama singles out the group suitable for its particular plots. Written by Chas. Gussman—directed by Wynn Wright, production manager.

Planned and Produced in the General Interests of Better Broadcasting

In keeping with its established policy of always considering the *interests of listeners first,* WWJ is now presenting SIX 30-minute sustaining shows weekly. These programs, all produced by the WWJ staff, are planned and scheduled to provide *balance* to the radio entertainment offered by this station. To do this it has been necessary for WWJ not only to forego revenue from valuable time, but also to make heavy inroads upon its budget for creative talent. This has been done cheerfully, in the interests of its listeners, and, we believe, in the general interests of radio broadcasting. Ask for details concerning these programs.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO

MISCHA KOTTLER

WEDNESDAY

"Kottler Conducts"

A 40-piece orchestra presenting modern concert in both symphonic swing and classical idiom. Directed by Mischa Kottler, WWJ music director.

WELLINGTON GRANZOW

THURSDAY

"House Party"

Campus rhythm and fun in a weekly collegiate frolic featuring Paul Leach and his band. Produced by Wellington Granzow and Jack Hill.

AXEL GRUENBERG

FRIDAY

"Radio Extra"

Human interest features, news broadcasts direct from "point of event". A new show as full of variety as a daily newspaper. Directed by Axel Gruenberg.

America's Oldest Radio Broadcasting Station—Established August 20, 1920
Member NBC Basic Red Network—Owned and Operated by The Detroit News

made more than $1,000 a year (the maximum allowed without filing an income tax return) and yet he had $25,000 in the bank. He is now 30 years old.

It developed that in 1936 his total income was $20. So a subcommittee of the FCC finally concluded that he was a subterfuge or dummy applicant for another person in order to hinder and delay other applicants from operating at Johnson City.

Applications for licenses made simultaneously with an application by another party is a favorite trick for the purpose of stalling off a competitor.

The reference in said article to alleged "phony trafficking" in radio wave-lengths was a reference to the application of Richard M. Costo, in connection with which affiants were, on May 19, 1937, charged with improper practices.

Although the first rule to show cause issued herein was not issued until May 19, 1937, Commissioner Payne, on or prior to May 15, 1937, had made statements to the said Pearson and Allen, or one of them, the substance whereof was published in the "Washington Merry-Go-Round" on May 19, 1937, as follows:

> Fireworks within the FCC have come to a head with a recommendation by clean-up minded Commissioners that two radio lawyers, Paul Segal and George S. Smith, be summoned before the Commission to show reason why they should not be barred from practice before the FCC.

10. Further in pursuance of Commissioner Payne's efforts to bring discredit upon the affiants, and after the publication through the efforts of Commissioner Payne, of the name of the affiant Smith in connection with the filing of the Casto depositions, Commissioner Payne, on April 30, 1936, spoke over the facilities of Blue network of the NBC before the National Lawyers' Guild then meeting in the City of New York, and in the course of his speech said:

> In no field is there a greater need for broad and humane consideration of the problems that confront us than in that section of the law that devotes itself to radio. The enormous future, the prospects of wonderful discoveries and developments, make this new art, industry and science the most attractive of activities. With 27,000,000 receiving sets in existence, practically covering the homes of the country, the responsibility of the men solving its law problems is unique.
>
> How much or how little time there is given among the radio lawyers to weighing this responsibility I would not venture to guess, but I do know that able men of high character, and leaders of what is known as the FCC Bar Association, have come to me to say that certain men are ruining the profession. Then they add, rather pitifully, that they can't do anything about it because no one has the courage to come forward.
>
> The other day an attorney was found to have changed documents in the docket room concerning a case before the Commission through the weakness of a young employe. It was Choate who said that there are two kinds of lawyers—those who know the law and those who know the judge. Now, they say in Washington that the two kinds are those who know the law and those who know the docket clerk.

The reference in said speech to an attorney alleged to have been found to have changed documents in the docket room concerning a case before the Commissioner through the weakness of a young employe, was likewise reference to the alleged interpolation of depositions by affiant Smith.

11. Carl Arnold, an Assistant General Counsel of the FCC, was assigned to the task of advising with the Special Investigation Committee, of which Commissioner Payne was Chairman, in the investigation of the "Smith matter." During the course of this investigation Carl Arnold offered the affiant Segal an opportunity to appear before such Special Investigating Committee to report to it concerning facts into which the committee was investigating.

12. The affiant Segal entered into negotiations with said Carl Arnold concerning the time of his appearance and very respectfully suggested to said Arnold that a reasonable postponement of his appearance before the Committee be arranged pending the determination whether or not Commissioner Payne would continue as Chairman of said Committee in view of the relationships existing between Commissioner Payne and the affiant Segal. Notwithstanding that these negotiations were pending, Commissioner Payne, on May 19, 1937, represented to his colleague members of the FCC at a meeting thereof, that the affiant Segal had flatly refused to appear before the Investigation Committee so long as Commissioner Payne was a member thereof, and wide publicity was given to this assertion in the trade press and radio industry.

13. In the pursuance of his efforts to cause adverse publicity against the affiants Commissioner Payne and Franklin G. Wisner, an employe of the Commission bearing the title of Chief of the Press Section, without authority from the Commission, caused in excess of 1,400 copies of the disbarment citation against the affiants to be mimeographed as a "Press Release" and circulated among the clients of the affiants, among radio stations throughout the United States, telegraph companies, telephone companies, members of Congress, press associations, individual newspapers, lawyers practicing before the FCC and wherever possible. This was done with intention to injure the affiants and contrary to the general custom of giving no publicity to the issuance of orders to show cause in disbarment proceedings.

14. Thereafter and on June 19, 1937, the affiants filed their answers to the disbarment citation and as part of such answers requested the Commission upon consideration of the facts to dismiss the citation.

15. These answers of the affiants came on for consideration before the Commission on July 13, 1937, and upon consideration of the request, the Commission denied the same and fixed hearing upon the citation for Sept. 13, 1937. There was no authorization given by the Commission for widespread publicity on this.

16. Nevertheless, upon the en-

(*Turn to page 30*)

WXYZ
READY MADE ... for You!

Always, at least six established programs are waiting for you at WXYZ. Each complete with proved, enthusiastic audience! When you choose one, we build another.

That's the policy that has made this station the leader in Detroit major sponsor preference. For years too!

One of these programs will fit your client's need. What does he want to sell to Detroit and Michigan? Write—today!

WXYZ
DETROIT
Basic Station NBC Blue Network
Key Station Michigan Radio Network

King-Trendle Broadcasting Corp.
300 Madison Theatre Building · · · Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building, New York

Western Office:
Russ Building, San Francisco

BUSINESS
MEMPHIS
ADVERTISER

SETTING A FAST PACE

—IS MEMPHIS BUSINESS

ahead of other cities of like size, survey reveals

Business is good in Memphis, according to last available bank debits, published by the board of governors of the Federal Reserve System. Memphis bank debits for the week ending Sept. 29 were $40,505,000. Memphis was thus ahead of big market cities such as Columbus, Denver, Omaha, St. Paul and others.

And Radio Station WMC is reflecting this "big business" touchdown, carrying the largest schedule of commercial broadcasts, network, national spot, and local . . in the history of any Mid-South radio station.

Tell 'em where you can sell 'em.

OTHER CITIES

Columbus	$39,084,000
Denver	38,987,000
Omaha	38,550,000
St. Paul	38,166,000
Rochester	26,929,000
Birmingham	21,264,000
Nashville	16,516,000
Chattanooga	8,683,000
Knoxville	5,955,000

WMC
MEMPHIS

5000
WATTS DAY

Owned and operated by
THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

1000
WATTS NIGHT

NBC RED NETWORK

REPRESENTED BY: THE BRANHAM COMPANY

tering of the order by the Commission, Commissioner Payne and Wisner caused hundreds of mimeograph copies of a "press release," bearing No. 22096, to be prepared giving publicity to the action of the Commission referred to and, without authority from the Commission, said Wisner sent hundreds of copies of the press release to the Club Rooms of the National Press Club on the 13th floor of the National Press Bldg., at 14th and F Streets, N. W., in the city of Washington, where such copies of the press release were distributed in order that they might be seen and reported by the many newspaper reporters and press-association representatives who visit such Club rooms. This distribution was contrary to all precedent and custom of the FCC and was done out of malice and for tre purpose of injuring affiants.

Affiants further say that the motion to which this affidavit is attached, and this affidavit, are made in good faith, and with no purpose to delay the proceedings.

Canadian Stations to Discuss Reps As Regional Conventions Take Action

By JAMES MONTAGNES

THE ANNUAL convention of the Canadian Association of Broadcasters to be held in Ottawa in January, will deal, among other topics, with station representation. Seasonal and district conventions in both eastern and western Canada have upheld the recommendations of the CAB's Fact Finding Committee under the chairmanship of Al Leary, CKCL, Toronto, that "the establishment of authorized radio agencies operating under a franchise to be adopted by the broadcasters setting down the requirements in which the broadcasters will insist for those authorized agencies to receive the 15% agency commission of station time; appointment of exclusive radio station representatives in the major markets; adoption of a standard form of contract similar to the one presently in use in the United States, but amended so as to suit Canadian conditions."

The recommendations, if passed at the January convention—and it is considered fairly evident that these recommendations will pass, though not without a fight on the part of general station representatives—will go into effect on March 1, 1938.

Eliminating secondary commissions is the main reason for the recommendations by the Fact Finding Committee. With the second commissions out of the picture, the CAB Committee recommends that cash discounts of 2% again be considered by the broadcasters. They were turned down at the last annual meeting. Cash discounts would place radio on the same basis as other major advertising media.

The recommendations eliminating secondary commissions, exclusive station representation and a standard advertising contract are to cover only national business, leaving local business for the station to handle itself. The recommendations were made after a number of meetings with representatives of time-brokers, station representatives, the Association of Canadian Advertisers, and the Canadian Association of Advertising Agencies. The latter and the CAB will make available to Canadian radio stations a list of the agencies' bona fide clients and keep such lists up to date.

In recommending exclusive station representation for broadcasters the CAB Committee points out that such a representative must provide accurate information to advertisers and agencies on time available, rates, markets, programs and other data.

Recommendations for a radio agency franchise leave room to allow new reliable agencies to enter the radio advertising field, and include financial responsibility, adequate gross volume of business including at least three national advertisers, adequate organization, and an undertaking to make no rebates to advertisers.

Meanwhile, Canadian Broadcasting Corp., on the request of the Canadian advertising bodies, is putting the finishing touches on a standard rate schedule for its basic national network. It is understood that discounts are being allowed in the schedule for regional sections. The Dominion is divided into five sections — Maritime, Quebec, Ontario, Prairies and Pacific. Advertisers will obtain the benefit of lower rates if they take complete regions, and discounts if they take more than one region. Under the schedule a set rate will be available for time on the stations of each region. Adding stations not on the CBC basic network will cost the advertiser that station's time in addition to the CBC regional net. Special discounts are also being worked out for line charges on regional and national networks.

The step is hailed by advertising agencies as a blessing and had it been taken earlier would have meant several more national networks on the air this autumn. Discounts are also included for more than one time broadcasts, but no definite figures are as yet available, though one advertiser is working under the new schedule starting with a November network from coast to coast. It is understood that other national networks already running will receive benefit of the new rates after they have gone into effect.

Elks Plan Free Discs

NATIONAL organization of the Order of Elks broadcast the first in its series of safety programs on Oct. 27 on the Mutual network, originating in Los Angeles. On Oct. 29, Charles Spencer Hart, grand exalted ruler of the BPOE, will speak on the Postal Telegraph program on WINS, New York. Starting in December, the organization will send to its member lodges a series of 13 transcriptions to be placed on local stations. Discs, which will feature Elk bands and safety talks, will be placed on a sustaining basis insofar as possible, and the organization anticipates the use of about 200 stations. H. Dorsey Newsom has been retained as publicity counsel.

KSD

Fifteen Years of Listener
CONFIDENCE
acquired through programs that are carefully chosen and well balanced.

ST. LOUIS

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

To Them (2,300,000)...

WE SPEAK IN ITALIAN

WE cover 55% of the Italian Market of America and devote 95% of our time to reach 2,300,000 Italo-Americans living in Connecticut, New York, New Jersey, Delaware and Eastern Pennsylvania. • To them we speak in Italian. • To be sure, they understand and speak English; but we have found it advantageous speaking to them in their native tongue, from morning to night, program after program, for the past five years. • Consistent outstanding results have taught us a very simple lesson: THE WAY TO SELL TO THEM IN THE ITALIAN WAY. • Your own merchandise — from food products to automobiles — can be sold to the Italians tuning in all day long on WOV WBIL WRAX WPEN. We have said ALL DAY LONG, and this is a fact, not a claim. With such a tremendous and almost exclusive audience, we offer you an open field in which your own product can achieve leadership with a comparatively little effort and money. • We know the Italian Market, and we are quite sure that we can render you a service. If you wish further information please call or write to us. A representative from our merchandising department will gladly call on you.

INTERNATIONAL BROADCASTING CO., 132 West 43rd Street, New York City
Telephone: BRyant 9-6080

Associated stations in Phila. Pa..
WRAX•WPEN

WOV
DAY
1000 WATTS

WBIL
NIGHT
5000 WATTS

Annual Kaufman Award Goes to Hugh Conover

HUGH CONOVER, of WJSV, Washington, was awarded the Annual Kaufman Award for Washington commercial announcers, Henry J. Kaufman, president of Kaufman Advertising Agency, donors of the award, announced Oct. 22. Bud Barry, of NBC, took second place.

Mr. Conover

The award goes annually to the Washington commercial announcer who excels in diction, sincerity, and effectiveness. The Committee consisted of the four local radio editors plus six disinterested local citizens. Award was based on a month-long survey. Larry Elliott of WJSV and Bill Coyle of WRC, winners in 1937 and 1936 respectively were ineligible for this contest. Conover has been with WJSV for two years. He is 23 years old, six feet tall, blonde and newly married.

SOME DEFINITIONS
Z-Bar Net Bares Habits of Radio Accessories

WIDE attention has been aroused by a copper promotion piece sent out by Ed Craney, operating the Z-Bar Net (KGIR, Butte and KPFA, Helena), in which salesmen, broadcasters and time buyers are defined in this fashion:

A salesman is said to be a man who knows a very little about a great deal and keeps knowing less and less about more and more until he knows practically nothing about everything.

A broadcaster, on the other hand, is one who knows a great deal about a very little and who goes along knowing more and more about less and less until finally he knows practically everything about nothing, whereas

A time buyer starts out knowing practically eveything about everything, but ends up knowing nothing about anything, due to his association with salesmen and broadcasters.

CHALLENGING — Listeners who disbelieved their fish stories, Bob Calen and Art Acers, instrumentalists on WBAP, Fort Worth, gave a fish-by-fish broadcast from a local lake. Announcer Ken Douglass is at the mike; WBAP Director George Cranston holds the oar; Calen is manning the rod while Acers does the talking.

Goodyear Testing

GOODYEAR TIRE & RUBBER Co. of California started the week of Oct. 25 test campaigns on KNX, Los Angeles, and KFOX, Long Beach. Fifteen-minute news programs are broadcast six days a week. Agency is Arthur Kudner Inc., New York.

Sydney in Charge Of MGM's Radio
Film Releases Changed to Get Value of Broadcast Tieup

LOUIS K. SYDNEY, now in Hollywood, has been officially designated executive in charge of radio activity for MGM with supervision over the new NBC Maxwell House coffee (General Foods Corp.) series which emanates from that city starting Nov. 4. He will be headquartered on the MGM lot in Culver City. Mr. Sydney is also managing director of WHN, New York, and an executive of Loew's Inc., parent organization of MGM.

Marcella Napp, MGM assistant casting director, has been assigned to a liaison position for the studio and its radio activities. Bill Bacher continues in complete charge of production and has brought in Ed Gardner and Sam Moore as his assistants. Gardner was formerly on the J. Walter Thompson Co. Hollywood production staff. Moore was formerly producer of the CBS *Camel Caravan* for William Esty & Co. Inc., that city.

Promotion Plans

Howard Strickling, MGM Hollywood publicity director, has assigned Dean Doran to function in collaboration with Burns Lee, Benton & Bowles Inc., West Coast publicity director, on exploitation for the series which has been titled *Good News of 1938*. The agency has augmented its publicity staff with Lewis Patterson, formerly publicity director of KEHE, Hollywood, and an extensive exploitation campaign is being conducted.

Series, to be heard Thursdays, 6-7 p. m. (PST), on the NBC-Red network, will include 19 motion picture stars and contract players in the premiere broadcast. Heading the list are Jeanette MacDonald and Allan Jones in scenes from "The Firefly". Robert Z. Leonard, MGM director, will be master-of-ceremonies. He directed filming of "The Firefly" for MGM. Meredith Willson, NBC western division musical director, is to conduct the orchestra and 20 voiced chorus. Ted Pearson will announce the program. Harry Spears has resigned as CBS audio supervisor to join NBC as studio engineer, assigned exclusively to the *MGM-Maxwell House* show.

MGM will change general releases of all motion pictures previewed on the program to Fridays to gain the full value of radio exploitation for its films.

An extensive merchandising campaign in connection with the first broadcast Nov. 4, is planned. Large space newspaper copy will appear in all station cities, followed on subsequent broadcast days by advertisements on radio pages. A page ad appears in the Nov. 1 issue of *Life* heralding the show, and a radio fan magazine will be used. Also a counter-display piece is being prepared and an 8-page tabloid newspaper in gravure, covering all G-F network programs, will be distributed in grocery stores.

In addition, cross-plugs will be included on all of the company's network shows, calling attention to the new program. Agency in charge of the M-G-M shows is Benton & Bowles Inc., New York.

A second M-G-M show for General Foods is being considered.

HERE IT IS!

KANSAS *Radio* FACTS

A MODERN AID TO PROFITABLE MERCHANDISING

"KANSAS RADIO FACTS" sets a new standard of unbiased fact-finding. It is based on 5,000 house-to-house calls . . . half city and half country . . . in every nook and corner of Kansas.

Here are USABLE FACTS that tell you at a glance WHAT types of programs are preferred by each group—WHEN they listen—WHY they buy! "KANSAS RADIO FACTS" is not based on a specially-selected area or a temporary condition. It tells an accurate story of radio in Kansas that will be true for years to come.

Write For Your Free Copy Today

WIBW—*"The Voice of Kansas"*

DON SEARLE, *Gen. Mgr.*
Represented by Capper Publications in
New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

Powered for Results
THIS IS WJR DETROIT
COFFEE
MAKES MEATS TENDER AND EASY to DIGEST
Tendra
HORMEL CHICKEN
MONARCH
V.F.W. DANCE Sat 30th LIMA OHIO

CUSTOMER: "Is this a popular brand?"
GROCER: "Millions of pounds are sold annually. Radio has made it possible."

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

50,000 WATTS

COLUMBIA BASIC NETWORK

G A RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC

LEO FITZPATRICK
VICE PRES & GEN MGR

WIOD BUYS SPOTS PUBLICIZING SHIFT

USE OF radio advertising to advertise radio advertising was resorted to by WIOD, Miami, to publicize its change in frequency from 1300 to 610 kc. effective Oct. 26. An affiliate of the *Miami Daily News*, WIOD has used that newspaper extensively to notify the public of the change. It also used spot announcements on several other Florida stations to supplement the newspaper campaign, which included daily and weekly newspapers in Florida and trade journals.

The Red Cab Fleet in Miami carried tire covers heralding the shift to 610, and a treasure hunt, entitling the finder of lucky tickets to prizes ranging from $1 to $15, stimulated listener interest. Free "610" cocktails were served with the compliments of the station in popular Miami bars at 6:10 p. m. on the day of the change. In addition, "610" sundaes were presented soda fountain customers with the station's compliments.

WIOD broadcast several gala programs to mark the frequency shift. Congratulatory speeches from state, city and county officials were broadcast along with felicitations from officials of NBC.

Coverage of WIOD was increased an estimated 3½ times with the frequency shift, according to station officials, who said this estimate was based on data compiled by nationally-known radio engineers.

WINS, New York, which during the summer has stayed on the air until varying times in the evening, has returned to a 12½-hour schedule, effective Nov. 1.

FAMILY GATHERING—Arthur Church's prowess as a candid cameraman was the main interest as this picture was snapped of the KMBC sales staff. Left to right are: Fran Heyser, KMBC production director; Arthur B. Church, president; J. Leslie Fox, director of sales; Jimmie McConnell, head of the KMBC artist bureau; Don Wilkie, West Coast representative; Carter Ringlep, regional sales director; George E. Halley, director of national program sales; and Joe Story, local sales.

NBC Signs Fights

NBC has made arrangement with the Twentieth Century Sporting Club, New York, for exclusive broadcast of 16 world championship fights, consisting of blow-by-blow descriptions of bouts in which every big-name fighter in every class will appear. Coming fights of Joe Louis, Max Schmeling, Tommy Farr, Freddy Steel, Fred Apostoli, Barney Ross, Lou Ambers and others will be included in the series. First event, contest for the world's featherweight title, between Petey Sarron, the champion, and Henry Armstrong, took place Oct. 29, broadcast on the Blue network from Madison Square Garden. Second event will be between Freddy Steel and Fred Apostoli, for the middleweight championship, to be fought Nov. 12.

Nestles Tests Serial

NESTLE'S MILK PRODUCTS Inc., New York, is testing the *Mad Hattersfields*, dramatic serial, on two WLW Line stations, WLW, Cincinnati, and WHN, New York, to advertise the sponsor's milk chocolate bars and hot chocolate. Program, featuring Pauline Clark and Owen Vinson, originates at WLW. If the 13-week test proves successful the series, which is broadcast for 15 minutes five afternoons weekly, will be extended to include six or seven additional stations of the Line. A transcribed version of the same feature will be started Nov. 15 on WSMB, New Orleans, which may also be extended to other stations later. Series is placed through Lord & Thomas, New York.

WNYC Opens New Studio Built With Help of WPA

USING WPA labor and financed chiefly with WPA funds, WNYC, New York, on Oct. 24 completed its five new studios and placed them in operation. The municipal station now occupies 8,000 square feet on the 25th floor of the Municipal Bldg., laid out in the form of a "J".

The master control room is equipped with a combination of Western Electric and RCA apparatus, especially designed to the requirements of the station. Another new feature is an extensive music library of manuscripts and recordings. The studios were dedicated with a five-hour broadcast featuring talks by Mayor La-Guardia and Commissioner F. J. H. Kracke of the Department of Plant and Structures, under whose jurisdiction the station falls, and a reunion of the veterans who assisted in the station's first broadcast 13 years ago, a roster including such well known names as Vaughn De Leath, Billy Jones and Ernie Hare, Vincent Lopez and others. A week later, Oct. 31, the station dedicated its new transmitter at Greenpoint, two 304-foot towers designed by the station's engineering staff under the direction of Isaac Brimberg and built under their supervision. The whole modernization program of WNYC was carried on under the direction of Seymour N. Siegel, director of the station. Other equipment includes a Collins line amplifier and Presto turntables. Material for the transmitter was furnished by American Bridge & Dock Co.

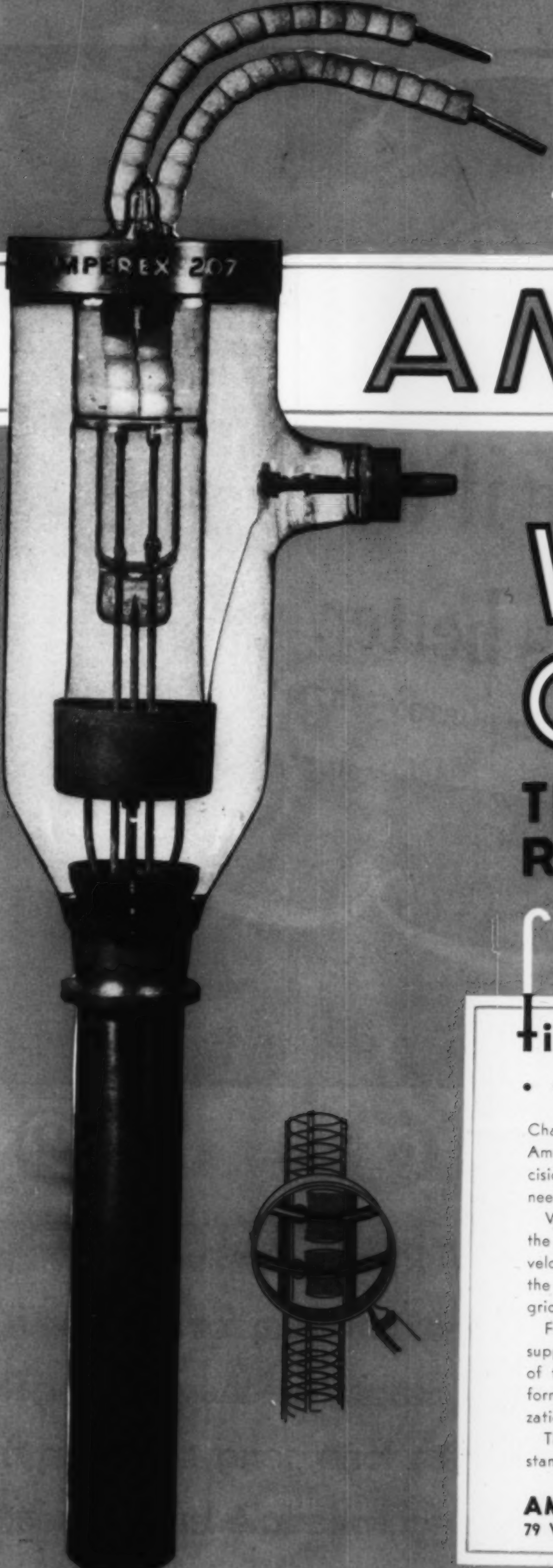
FOR SALE

AT REASONABLE PRICE..The Tenth Potential Sales Market in the U. S. For Complete Details, See **KWK** in St. Louis

THOMAS PATRICK Incorporated

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE, PAUL H. RAYMER CO. NEW YORK, CHICAGO AND SAN FRANCISCO



the New

AMPEREX

WATER COOLED

TRANSMITTING and RECTIFYING TUBES

fine craftsmanship . . .
. . . expert workmanship

Characterize every element which enters into the construction of Amperex Water Cooled tubes. The painstaking thoroughness, precision and skill with which these elements are designed and engineered is best illustrated by the grid.

Welding, the customary method of attaching the fine grid wire to the supporting rods, is entirely eliminated. The intense heat developed in this process results in the formation of oxide films on the wires (a source of grid emission) and in the crystallization of grid wire and rod at the point of junction.

For the Amperex grids, a machine was developed which slots the supporting moly rods at accurate intervals determined by the pitch of the grid. The grid wire is securely swaged into these notches, forming a strong rugged grid free from brittleness due to crystallization and free from surface contamination because of any oxidation.

This minute attention to detail is a contributing factor to the outstanding performance of Amperex tubes.

AMPEREX ELECTRONIC PRODUCTS, INC.
79 WASHINGTON STREET BROOKLYN, NEW YORK

A nightingale dies for shame if another bird sings better.

ROBERT BURTON · 1576-1640

HOWEVER, one sees very few dead nightinga
top voices of birddom for some time, and they stil
are pretty much like the nightingales in that res
of radio for a long, long time, and they intend to
broadcasting schedule can benefit by the use o
thrilling song of selling, you should know these

XUM

ightingales lying about. They have been the
they still hold the title. ● These radio stations
that respect. They have been the top voices
tend to continue in that role. ● If your spot
e use of radio stations whose voices sing a
w these stations better.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W. Va.	CBS
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

XUM

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and
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Man of Action

DEMONSTRATING forcibly that the old order has ceased in radio regulation, Chairman Frank R. McNinch with amazing swiftness has not only instituted a sweeping FCC reorganization plan but has introduced a new aura of judicial administration into the FCC. President Roosevelt's "trouble shooter" is a man of action—of that there can be no doubt. More than that, he appears to be a man who will brook no trifling on the part of either the politicians, the broadcasters or his own colleagues.

Only experience will determine the practicability of the elimination of the three-division setup [BROADCASTING, Oct. 15], under which the entire seven-man agency will rule on all matters whether broadcast, telephone or telegraph. Certainly there are sound reasons for it. We believe the soundest of them all is the fact that it is a departure from the old order that placed the FCC in such ill repute that the White House had to take a hand.

Illustrating the judicial character of the Commission's proceedings under the new chairman, were the hearings involving two lawyers practicing before it. Chairman McNinch's consistently fair and positive rulings—notably on the disqualification of Commissioner Payne for bias—seemed almost without precedent in FCC proceedings. It would indicate that the law and regulations will henceforth be more determinant in the Commission's decisions than pressure from the outside.

With the abolition of the three divisions and their directors, it is logically to be anticipated that the sections under those divisions will cease to exist as such. This augurs a reorganization down to bedrock, and the broadcast, telephone and telegraph subsections of the divisions in the Law and Engineering departments will be affected. Personnel in those branches, notably legal, undoubtedly will be involved in the process of realignment and of removing the dead wood.

Within the FCC itself there appears to be renewed friction such as existed before Chairman McNinch and Commissioner Craven were appointed. Commissioner Payne, source of much of the controversy before, bobs up again, now at loggerheads with the majority. His disqualification by his colleagues in the proceedings involving the two attorneys, and the attendant publicity, seem to have cast the die.

Some weeks ago we observed in these columns that the honeymoon was over in radio regulation. Events of recent weeks, we think, have confirmed that observation. The new policies to be invoked may be more drastic and the new order more unbending toward licensees, but everyone affected should welcome a mode of administration which seeks to insure equitable regulation based on well-grounded principles and non-political decisions.

New Frontiers

ON OCT. 18 radio history was written. The FCC, after more than a year of study and analysis, announced its allocations of ultra-high frequencies to particular services, including television and what we choose to call "apex" broadcasting. It marked the opening of radio's new frontier—a broad expanse of the spectrum heretofore purely in the general experimental classification.

In the future that action probably will be referred to as the Ultra-High Frequency Allocation of 1937. In staking off the range from 30,000 to 300,000 kc. for particular types of operation, the FCC removed these bands from a non-classified category and assigned them to services, both regular and experimental, for which they appear to be best suited on the basis of present technical knowledge.

In so doing, the FCC gives impetus to experimentation in future broadcasting, both aural and visual. A total of 19 channels—each 6,000 kc. wide—is set aside for television, together with accompanying sound. Another 75 waves are designated for ultra-high or "apex" broadcasting—the most promising of the future broadcasting services destined to make possible the licensing of hundreds of purely local broadcasting stations serving relatively small areas.

Totally aside from broadcasting services, provision has been made for various types of fixed and mobile services and for other experimentation. Rules to govern these operations already are in force. The actual assignments of licensees to these bands will be made later. The new allocations do not become operative for a year and there is the customary 90-day protest period.

It is significant, with respect to television, that the FCC emphasized it still is in the experimental stage. There are technical problems to be surmounted, and rules must be prescribed to insure development along proper lines, once television is found feasible. That can only be construed as an implied warning to the public to beware of stock-selling schemes involving visual radio, and to avoid any thought that television overnight may become a booming industry.

The high-frequency allocations come at a propitious time. On Nov. 1 the Inter-American Radio Conference convenes in Havana. Next February, the International Telecommunications Conference convenes in Cairo. Those allocations, based upon intensive research and analysis and study by the best engineering and scientific minds of the United States, should serve as the foundation stone for the working out of international agreements on the use of this vast portion of the spectrum heretofore used only for general experimentation.

The ultra-high allocations constitute another tribute to the United States as the nation in the forefront of radio development and research. Broadcasting in the conventional band was born here, and the other offshoots which give promise even of excelling broadcasting as a benefactor of mankind, likewise are taking root in the United States.

The RADIO BOOK SHOP

SENTIMENT is growing in favor of operative control of all radio by the government, asserts S. E. Frost Jr., associate, National Advisory Council on Radio in Education, in *Is American Radio Democratic?* [University of Chicago Press, $2.50]. The matter of advertising also should be determined democratically, he adds, only so much, if any, being permitted as the people want. The author proposes passage of a law to free station owners from present liability for libel and slander. He proposes that the Federal regulatory commission be manned by individuals whose tenure in office is not based on politics and whose pay is adequate to free them from financial pressure.

COLLECTED addresses and papers by RCA officials and engineers on recent technical developments and the future of television are included in Volume II of *Television* published in October by RCA Institutes Technical Press, a subsidiary of RCA at 75 Varick St., New York. It supplements Volume I published in July, 1936, and many of the articles are reprinted from the *Journal of the Institute of Radio Engineers*.

BRITISH Broadcasting Corp. has issued its yearbook covering its 1936 activities, *BBC Annual 1937*, showing increases in all activities and particularly in radio set ownership and receipts from set taxes and other sources. License receipts ran £2,509,750 (about $12,500,000), and net revenue from its publications ran £442,009 (about $2,200,000). Program expenses ran 45.34% of the total income, engineering 16.6% and administration 4.5%.

GERALD C. GROSS, chief of the FCC international section, is the author of an article in the current *Journal des Telecommunications* of the International Berne Bureau, discussing the preparatory technical North American Radio Conference, held last March in Havana.

We Pay Our Respects To —

ALVIN ENUS NELSON

IN FICTION and in fact there are many stories of men who came back after suffering great hardships and reverses in their chosen fields. But in all those narrations there are probably few dealing with radio broadcasting, it being the youngster among industries—constantly on the upgrade since its advent in 1920.

The story of Alvin Enus Nelson fits the former pattern. In 1933 he was the principal owner of WIBO, one of Chicago's important stations which he had founded 10 years before. A test radio case which went all the way to the U. S. Supreme Court resulted in the snuffing out of that station because it was in an "overquota" state. His other business interests had been seriously undermined in the depression. He found himself seeking a job after feeling secure in having once stored away sufficient money to care for his family for life.

Determined to "come back" in radio, the field in which he had pioneered, this husky, blonde Norseman joined NBC in Chicago a few months after WIBO was wrestled from him because of the legal technicality. Since then the law has been amended to eliminate the quota requirement. Today, under a similar set of conditions, WIBO still would be in operation in Chicago—perhaps a million-dollar property.

A few weeks after his retention by NBC he was detailed to Denver to take over the management of KOA, 50,000-watt clear channel station that financially had been a losing proposition. For three years he guided its destinies, bringing the station from last to first position in revenue percentage among NBC's managed and operated group of 15 stations. His reward came Sept. 1, when he was transferred to Pittsburgh to become general manager of the Westinghouse-owned KDKA, pioneer station which on Nov. 2 observes its seventeenth anniversary of continuous operation.

Many famous radio names owe their start to "Al" Nelson. Just as many radio "firsts" are credited to him. He is blessed with ideas and imagination and personality. And he has that determined Swedish way of following through until the job is done.

Appearance was never more deceiving than in the case of Alvin Nelson. In his 44th year, he looks at least 10 years younger. He was born in Chicago, June 9, 1893. His father, Olaf Nelson, had been decorated by the King of Sweden with the Order of the Vassa — highest held by any one outside the country.

Show business attracted Alvin early. He started selling candy and renting opera glasses at the old Vicker's Theatre in Chicago, a legitimate house. Then he became an usher, remaining in that work until he was 19 while attending grammer and high school. He also took a course in the business school at Northwestern University.

At 19, he became an agent for the Continental Casualty Insurance Co. and a year later, with his younger brother Earl, formed the Nelson Bros. General Insurance Agency. This developed into the Nelson Bros. Auto Finance Co., one of the first in Chicago, which existed and thrived from 1916 to 1924. Then came the Nelson Bros. Bond & Mortgage Co.. one of the largest firms of its kind in Chicago. It was also the licensee of WIBO which had been created in 1923. In 1929, Al Nelson began to devote all of his time to radio.

When WIBO was started, Al Nelson began to crystallize his ideas about what radio should be. His father conducted and supervised the *WIBO Congregation of the World*, which was on the station every Sunday. He inaugurated the *Shut-Ins*, one of the first of the regular afternoon programs. Baseball, football, wrestling and other sports events were broadcast from the start.

Such originations as *The First Nighter*, which had 41 sustaining broadcasts over WIBO before it was sold to Campana, the *Radio Gossip Club*, still on for its original sponsor, and *Fibber McGee & Molly*, now on NBC for Johnson's Wax, were among Al Nelson's discoveries. Among other famous names that got their start on his WIBO were such band leaders as Ted Fiorito, Mark Fisher, Victor Young, Herbie Kay and Harry Sosnick.

Mrs. Nelson is the former Ethel Tiplady of Lake Forest, Ill. They have two children, Jane and Alvin Jr. Al Nelson was one of the early candid cameriacs. As a golfer he ranks among radio's best. He is a Mason.

PERSONAL NOTES

LESTER GOTTLIEB, Mutual's publicity coordinator, will leave New York Nov. 7 for a "good-will tour" of two weeks. He will visit radio editors and station publicity directors in Boston, Cleveland, Detroit, Chicago, Des Moines, Omaha, Kansas City, St. Louis, Indianapolis, Cincinnati, and Washington.

GEORGE WHITNEY, formerly musical director of KFRC, San Francisco, has joined KFI-KECA, Los Angeles, as account executive. Ernest Felix, in radio for more than 10 years, has been placed in charge of the accounting department of the stations, succeeding H. M. Parker.

JOSEPH E. KELLER, administrative assistant to FCC Commissioner Thad H. Brown, has been appointed to the faculty of Southeastern University, Washington, to teach a course on "The Law of Communications". Mr. Keller is 30 years old and has been with Commissioner Brown since the formation of the FCC in 1934. He is the author of several technical law treatises.

F. H. WEISSINGER, formerly of Campbell-Ewald Co. and other advertising firms, has joined the sales staff of WCKY, Cincinnati.

ALBERT A. CORMIER, commercial manager of WIP, Philadelphia, and onetime commercial manager of WOR, Newark, resigned effective Oct. 23. He has not yet announced any new connection.

WHITNEY CLEMENT, formerly on the local sales staff at NBC-Chicago, Howard Kenfield, formerly with the WBBM sales staff, and Harry Roesing, new to radio, have been added to the sales staff of WHIP, Hammond, Ind.

PEGGY STONE, assistant to Herbert Akerberg, CBS vice-president in charge of station relations, has returned to New York after a San Francisco vacation.

BERNARD McCRERRY, formerly of KROW, Oakland, has joined the sales staff of KYOS, Merced, Cal.

TRACY MOORE, NBC Hollywood account executive, has been appointed banquet chairman for the 35th annual convention of the Pacific Advertising Clubs Assn. to be held in Los Angeles next June.

EARL J. GLADE, managing director of KSL, Salt Lake City, has been named chairman of the Speakers Bureau of the local Community Chest.

JOHN H. BACHEM, formerly eastern sales manager, NBC, and Robert W. Buckley, formerly with William G. Rambeau Co., New York, have joined CBS, New York, as account representatives.

KEITH KIGGINS, manager of the station relations department, NBC, has been elected a vice-commander of the Advertising Men's Post, American Legion, New York.

WALTER V. BENNETT, of the sales staff of Hearst Radio Inc., New York, resigned Oct. 18 to join *Pathfinder Magazine*.

JACK STEWART, KFI-KECA, Los Angeles, account executive, is the father of a baby girl born Oct. 19.

DANIEL C. PARK, formerly of Hunt Bros. & Rasin, Philadelphia advertising agency, has joined the sales staff of KYW, that city, to replace John N. Hinchey, resigned.

HELEN M. STEWART, since 1933 radio supervisor of the Henry Kaufman Advertising Agency, Washington, on Oct. 25 joined the sales staff of NBC in Washington. She was formerly with WCAO and WFBR in Baltimore.

DAVID PARMER, formerly with stations in Georgia and lately with KDYL, Salt Lake City, has joined the local sales staff of KLO, Ogden, Utah, according to Merrill J. Bunnell, advertising manager.

ARTHUR L. FORREST, formerly of the NBC survey analysis division, and previously with the marketing division of Hearst Magazines Inc., has joined the sales promotion division of Mutual network, New York.

AMOS BARON, formerly sales manager of C. P. MacGregor, Hollywood transcription concern, and prior to that on the sales staff of KHJ, Los Angeles, has been made an account executive of KEHE, Hollywood.

ALAN SHEPARD, new to radio, has joined KFVD, Los Angeles, as account executive.

LLYOD H. ROSENBLUM, manager of sales and merchandising of WOAI, San Antonio, has resigned effective Nov. 5 to go into the general advertising agency business, probably in Cleveland. His successor is Carl A. Doty, of NBC's statistical department in Chicago, who is already on the job. Mr. Rosenblum joined WOAI in March, 1936.

HAROLD HIGGINS, formerly with the commercial staff of WBAL, Baltimore, now with KTSA, San Antonio, was married last July 12 to Dorothy Conner, secretary to Edwin M. Spence, manager of WBAL. This was first revealed last month when Mrs. Higgins resigned from the staff to join her husband in Texas.

JESSE BUTCHER resigned Oct. 15 from the NBC station relations staff to rejoin Bruce Chapman in his program building service.

BERT ARNOLD, formerly of WFLA, Clearwater, Fla., and WSUN, St. Petersburg, has joined the sales department of WQAM, Miami.

LARRY ALLEN, formerly manager of the NBC Artists Service in San Francisco, was transferred to the network's sales division when the program department took over the activities of his department.

LLOYD E. YODER, general manager of the NBC in northern California (KPO and KGO), was recently elected president of the San Francisco Intercollegiate Alumni Association. He likewise was recently appointed director in the San Francisco Press Club.

PHILIP LASKY, manager of KSFO, San Francisco, head of the radio departmental activities of the San Francisco Advertising Club, has named as his assisting committee: Bob Roberts, KYA manager; Ralph R. Brunton, KJBS manager; Wilbur Eickelburg, KFRC manager, and Clyde Coombs, NBC sales representative.

ARTHUR M. TOLCHIN, formerly of the sales staff of WOR, Newark, has joined the sales department of WHN, New York.

MELVIN DALBERG, of the FCC examiner staff, was married Oct. 3 in Washington to Miss Tamar Peterson, a 1931 Wellesley graduate.

LINCOLN DELLAR, of CBS stations relations staff, is making a motor tour of the Southeast, calling on affiliated stations.

MAJ.-GEN. JAMES G. HARBORD, board chairman of RCA, returned to New York Oct. 26 on the *Ile de France*.

ROY BATCHLER has been appointed sales manager of Wood Radio Productions, Hollywood.

JERRY SULLIVAN, veteran Chicago announcer, has been appointed commercial manager of Lillian Gordoni Radio Productions, Chicago.

BEHIND the MIKE

MATT BARR, formerly in charge of Univerity of Southern California student publications, has been added to the NBC Hollywood publicity staff. Martha Sherwin has been brought in as secretary and writer. She was formerly on the Hollywood staff of *Radio Guide*.

FRANK McINTYRE, formerly of KXBY, Kansas City, and KFBI, Abilene, Kan., has joined the announcing staff of KBST, Big Spring, Tex.

JOHN C. (Jack) SWEENEY is no longer connected with KGGM, Albuquerque nor the New Mexico Broadcasters Association, according to Mike Hollander, KGGM general manager and president of the association.

JACK COMBS, assistant program director, WMCA, New York, resigned Oct. 20.

CHARLES FOLL, production manager of KYOS, Merced, Cal., will be married on Thanksgiving Day. He was formerly with KROW, Oakland, and KJBS, San Francisco.

MARY HARVEY, Joyce Williams and Dan Cullinane have joined the continuity, publicity and mail departments respectively of WOAI, San Antonio.

EARLE FERRIS, publicity firm with main offices in New York, has opened a Chicago office with Roger Doolens in charge. Temporary quarters have been opened at the St. Clair Hotel with a permanent office to be set Nov. 8 when Mr. Ferris will arrive in Chicago. Accounts handled by the firm in Chicago include Household Finance Corp., Jack Fulton, and Spencer Bentley.

ANGLERS—When NBC Hollywood artists went deep sea fishing in the Pacific off Los Angeles Harbor recently, aboard the yacht *El Perrito*, all they brought back to the mainland was a mess of alibis, but the expedition, arranged by the press and special events departments was broadcast over the Red network via shortwave. Besides artists, on the expedition were (left to right) Joe Alvin, NBC press department; Myron Dutton and Joe Parker, NBC producers; Clinton E. (Buddy) Twiss, special events announcer; Ben McGlashen, owner of KGFJ, Los Angeles, and the yacht *El Perrito*; Bob Brooke, NBC technician; Hal Bock, NBC Hollywood press manager, and Duke Hancock, manager of KGFJ.

TOM MORRIS, formerly of KOMO, Seattle, has joined the staff of KLO, Odgen, U., as announcer and producer. Rod O'Connor, formerly of KVEC, San Luis Obispo, Cal., has also joined the KLO announcing staff.

MARY HARVEY has joined the continuity staff of WOAI, San Antonio. Joyce Williams has been named to the WOAI publicity department and Dan Cullinane has joined the mail department of WOAI.

DON MARTIN, formerly of WTEL, Philadelphia, and WTAR, Norfolk, Va., has joined the announcing staff of WFIL, Philadelphia.

GEORGE GUYAN, program director of KFRU, Columbia, Mo., married Miss Helen Holst Oct. 17.

GEORGE VOUTSAS, for the last nine years with NBC in New York, has been transferred to the Chicago production staff succeeding Rex Maupin, who is conducting the orchestra on the new Falstaff Brewing Corp. *Public Hero No. 1* NBC-Red program. Voutsas had served as assistant to the NBC general music directors, Erno Rapee and Frank Black, since 1931.

PAT FLANAGAN, of WBBM, Chicago, lectured on sports broadcasting before the Northwestern University Commerce Club Oct. 15.

GEORGE M. CLARE, formerly chief of the audience mail department at WBBM, Chicago, has been transferred to the production staff to supervise and check transcription broadcasts.

ALMA LaMARR, who conducts a daily household hour on KYA, San Francisco, has been loaned to NBC for a series of twice weekly programs titled *Beauty Hints From Hollywood Stars* sponsored by Lady Alycia Beauty Products, Oakland.

HARRY LeROY has been named special features announcer at KGGC, San Francisco.

HELEN O'NEILL, formerly with the NBC Artists Service in San Francisco, has been transferred to the program department there.

RALPH CHILDS, formerly with WMT, Waterloo and KXBY, Kansas City, and Ted Arnold, formerly with WDZ, Tuscola, Ill., have joined the announcing staff of WHBF, Rock Island, Ill.

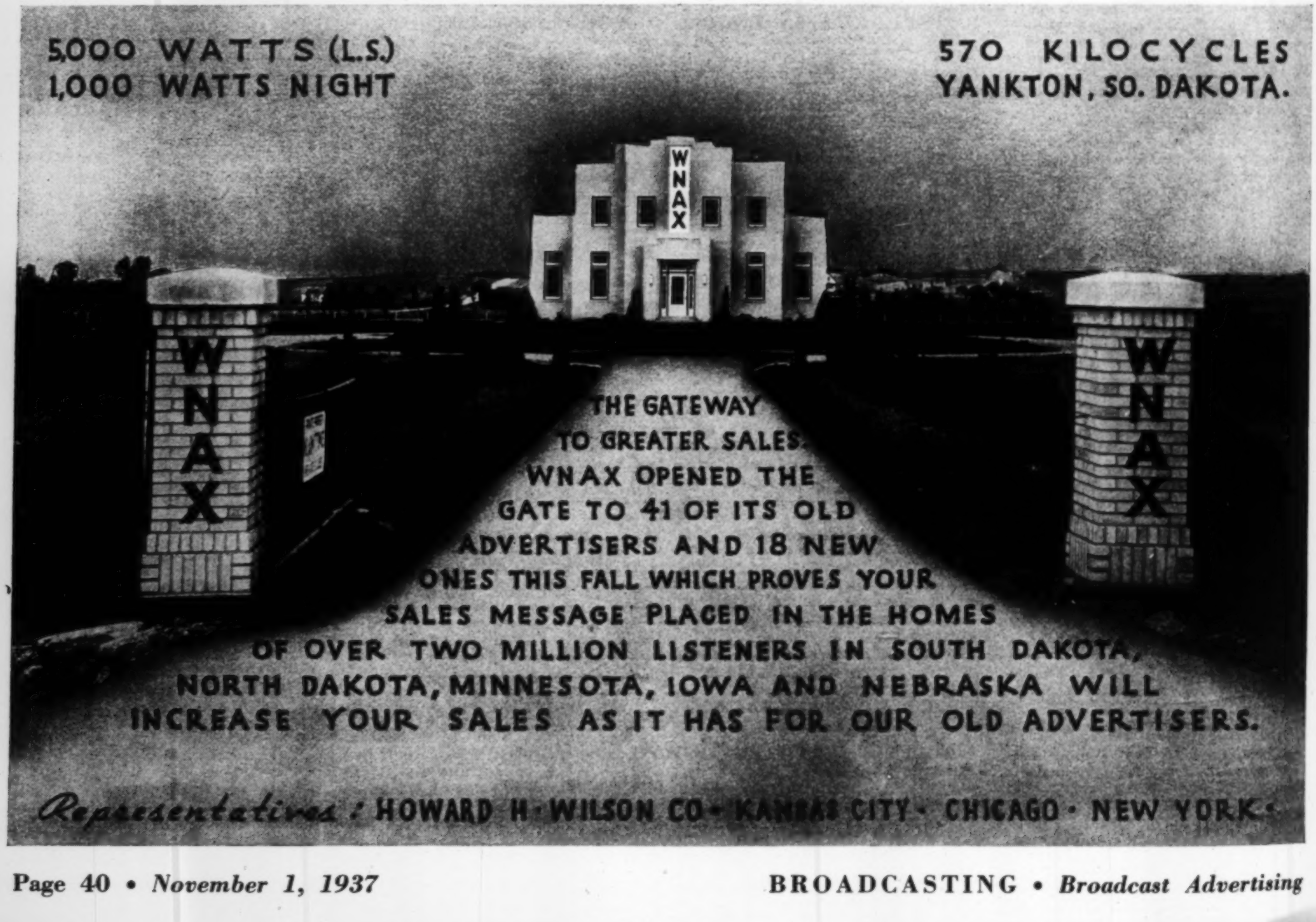
RUPERT PRAY, traffic manager of KJBS, San Francisco, recently resigned to take a post on the KFRC production staff. He was succeeded at KJBS by Evalyn Morrison.

HERMON STANION has recently been added to the announcing staff at KYOS, Merced.

BOB OAKLEY, who was master of ceremonies at the California State Fair in Sacramento in September, has been named program manager of KROY, that city.

JOHN YOUNG, formerly of KRMD, Shreveport, and WHBQ, Memphis, has been added to the announcing staff of KFRO, Longview, Tex. He takes the place of Lyman Brown, who was unable to report for duty at KFRO. Travis Cabiness, formerly of KFRO, has joined KRMD, Shreveport, La.

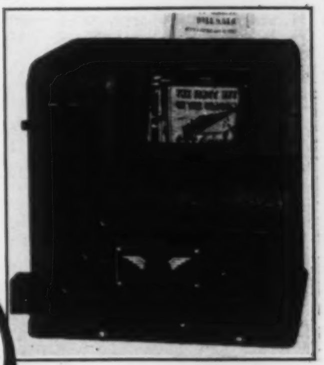
WOOD HOLDEN, announcer at WAAF, Chicago, will leave for Hollywood Nov. 15 to do picture work. He is being succeeded by Harry Creighton, who has been handling sport periods on WAAF but will now do full time announcing.



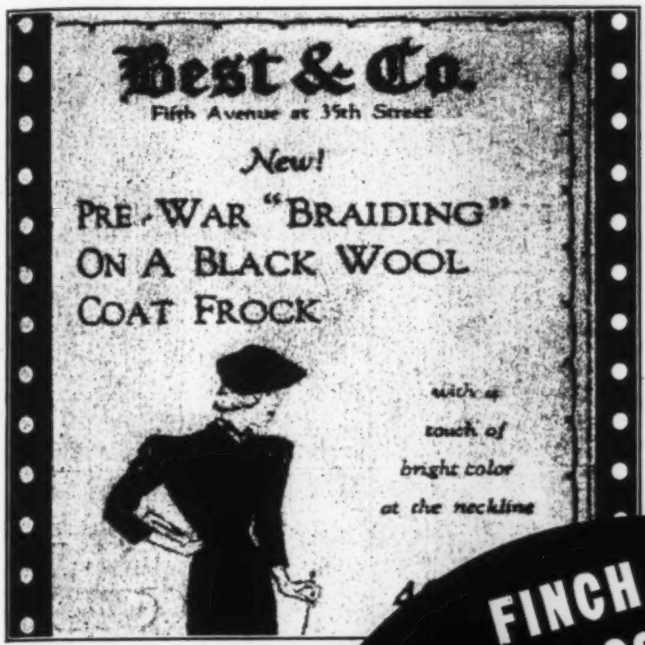
5,000 WATTS (L.S.)
1,000 WATTS NIGHT
570 KILOCYCLES
YANKTON, SO. DAKOTA.
WNAX
WNAX
WNAX
THE GATEWAY TO GREATER SALES
WNAX OPENED THE GATE TO 41 OF ITS OLD ADVERTISERS AND 18 NEW ONES THIS FALL WHICH PROVES YOUR SALES MESSAGE PLACED IN THE HOMES OF OVER TWO MILLION LISTENERS IN SOUTH DAKOTA, NORTH DAKOTA, MINNESOTA, IOWA AND NEBRASKA WILL INCREASE YOUR SALES AS IT HAS FOR OUR OLD ADVERTISERS.
Representatives: HOWARD H. WILSON CO. KANSAS CITY · CHICAGO · NEW YORK ·

Three Stations Will Experiment With Facsimile News Bulletins

Will Explore Possibilities of Home Reception of News and Advertising Using Finch System Through Regular Channels



he Finch radio facsimile recorder for home use.



Best & Co.
Fifth Avenue at 35th Street
New!
PRE-WAR "BRAIDING"
ON A BLACK WOOL
COAT FROCK
with a
touch of
bright color
at the neckline
4

An advertisement sent by facsimile radio sho illustration. Perforations at each side h

THE MUCH TALKED-OF illustrate radio news bulletin delivered in t home by means of facsimile bro casting took a step nearer reality week when it was learned that radio stations, WHO, Des M 50,000 watts; KSTP, St. Paul, watts, and WGH, Norfolk, V watts, have received FCC per to install facsimile receiving their territories for the purp experimenting with this proce attempting to determine the reaction.

Using the facsimile system oped by W. G. H. Finch, forme the FCC and new Pres. of the Telecommunications Laboratories, York, each station will place i territory from 25 to 75 machines broadcast nightly from midnight u 6 a.m., sending a news bulletin service, perhaps interspersed with advertising. Mr. Finch made plain that stations would broadcast news and other matter for home reception only.

J. O. Maland, vice-president of the Central Broadcasting Company and manager of WHO, said no high frequency will be used. The facsimile tests will be made on the station's regular power.

Experimental work will be carried on from midnight until six o'clock in the morning.

50 Recording Sets

Facsimile recording sets will be installed by the station in 50 homes throughout the middlewest, some of the sets as far east as Washington, D. C., but no farther west than the plains states at the start.

Orders have been placed for a out the best possible technique fo handling facsimile preparation. Transradio news will be used but no arrangements have been completed for pictures. The news will be either typed on a typewriter, or printed. Experiments will be made with the best kind of type—and printing reproduction suited to this special handlin A writing technique also will be dev oped.

An important part of the e perimental work is concerned wit e reaction of recipients of facsi e "newspapers." How will the respond to getting their morning " ewspapers" on a special set attach to their radio receiving sets? ill they treat the new developme as a novelty or will it soon beco a part of their daily routine? at kickbacks are likely to be rece ed from these "listeners."

For the recipients of facsimile transmission there will be no discomfort. To tak care of the night-time transmis the recording equipment will incl time clocks that will turn on the ts automatically at midnight, turn them off at six a.m.

Column "Newspaper"

wspapers" will be columns wide.

the size of a daily newspaper is reached.

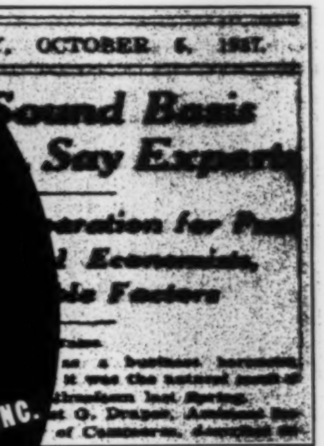
In time, when commercial manufacture of recording sets is undertaken, Mr. Maland believes the cost of everyone will not exceed $35 or $50 Station WHO is assuming the cost of the experimental sets.

Using the two-column wide roll of paper, WHO can transmit at the rate of one inch per minute or five feet per hour. Wider paper will mean less time necessary to operate the transmitter and to receive a complete "newspaper."

P. A. Loyet, now chief engineer for WHO, will be in charge of the technical development of facsimile transmission for the station.

Exhaustive Tests Planned

Mr. Maland believes that within a year it will be possible to have a complete picture of the results possible with facsimile news transmission.



DAY, OCTOBER 6, 1937.
Sound Basis
Say Expert

d received by the Finch system. News n, but this sample shows the possibilities pe.

At least 50 facsimile sets are to be installed shortly in the metropolitan area of Tidewater, Va., by WGH, station of the Hampton Roads Broadcasting Corporation, Newport News, Va. The experimental authorization granted recently by FCC permits operation on 100 watts power from midnight until 6 a.m. WGH now operates on a regular broadcasting wave of 1310 kilocycles, 250 watts day, and 100 watts night, time unlimited.

James W. Baldwin, managing director of the National Association of Broadcasters, and principal stockholder of WGH, told Editor & Publisher the transmissions would begin as soon as facsimile receiving sets can be asembled and placed in homes.

Additional sets will be put in operation as the problems are worked out, he indicated.

GREA

REPORTS 1938 newsprint price m's New York office Thursday. M een received but it was stated the company's .50 advance to $50 a ton for 1938, announced last spring by Canadian firms, has not been determined and "may not be for some time."

PROPOSED AGENCY MERGER DROPPED

THERE WILL BE NO MERGER of Erwin Wasey & Co., and the Frank Presbrey Company, New York advertising agencies, it was announced this week by Howard D. Williams, vice-president and general manager of Erwin Wasey, and Charles Presbrey, president of the Presbrey Company. Union of the two companies had been considered for some time, but negotiations have been dropped, they said.

FINCH
HOME FACSIMILE

ONE OF THE MOST SIGNIFICANT DEVELOPMENTS
IN RADIO SERVICE SINCE BROADCASTING BEGAN

These radio broadcast stations have
recently been licensed under the Finch
patents for Home Facsimile Broadcasting:

WGH - 250 watts - Hampton Roads, Va.
KSTP - 25,000 watts - St. Paul, Minneapolis, Minn.
WHO - 50,000 watts - Des Moines, Iowa.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
37 West 57 Street
New York City
Telephone:
Plaza 5-6570

Reproduced from Editor and Publisher, October 9, 1937

LATHAM OVENS, comedy writer of the CBS *Joe Penner Show* (R. B. Davis Co.), married Miss Betty Quinlan of New Rochelle, N. Y., in Hollywood, Oct. 17.

MEREDITH WILLSON, NBC western division musical director now headquartered in Hollywood, has written a book titled "What Every Young Musician Should Know".

HUGH WEDLOCK and Howard Snyder have been added to the writing staff of the weekly CBS *Jack Oakie College*, sponsored by R. J. Reynolds Tobacco Co.

JOHN FRAZER, formerly chief announcer of KFSD, San Diego, Cal., has joined the NBC Hollywood announcing staff.

GORDON WILLIS, production manager of KGGC, San Francisco, was married late in October to Miss Adda Vittelli.

BOB GARRED, newscaster of KSFO, San Francisco, will discuss "Writing for the Radio" at the annual meeting of the California Scholastic Press Association, composed of high school students, which will be held on the Stanford University campus in Palo Alto on Nov. 6.

MISS BETTY SHAFFER, of the program department of WIP, Philadelphia, is to be married Nov. 16 to Richard Bechtel.

MICHAEL MAGAETH, formerly of KID, Idaho Falls, Id., and KSEI, Pocatello, Id., has joined the announcing staff of KOIL, Omaha, where he is announcing under the name Michael Reed.

BELLE WEST, formerly of the *Omaha Bee-News*, has joined the staff of KOIL, that city, to produce and announce *Shopping with Polly*, a 15-minute cooperative program.

RALPH L. POWER, Los Angeles radio counsellor, will talk on "Programs and Personalities" Nov. 4 before the radio production classes of Pasadena Junior College in the studios of KPPC.

JERRY MOHR, former CBS Hollywood announcer, has joined KEHE, that city, in a similar capacity.

KEN NILES, announcer and master-of-ceremonies of the CBS *Hollywood Hotel* program (Campbell's Soup Co.), has been signed by Warner Bros. First National Studios for a role in the picture of the same title.

Troubles

JOHN GAMBLING, conductor of the early morning gym classes on WOR, Newark, is claiming the hard luck championship of radio. Within a single week (Oct. 14-20) he had his car broken into and his new top coat stolen, lost a piece of his left ear in a barber shop, indelibly scarred his wife's baby grand with a carelessly abandoned cigarette, broke his newest and costliest driver, had his car stolen and ran his cruiser into a mud bank.

RAY McPHERSON, formerly of KRE, Berkeley, Cal., has joined the announcing staff of KIEV, Glendale, Cal.

HUGH ERNST Jr., at one time manager of KMPC, Beverley Hills, Cal., has been added to the special events department of KMTR, Hollywood.

WILLIAM LEYDEN, formerly announcer at WHK, Cleveland, has joined the announcing staff of WCFL, Chicago. Leyden, formerly a page boy at NBC-Chicago, was a member of the school conducted by Everett Mitchell.

JACK LAWSON, formerly night club editor of the *Chicago Daily News*, is now radio editor of the *Fort Worth Star Telegram*, writing his column from Hollywood where he is with the Chattuck-Ettinger publicity firm.

WILKIE MAHONEY has joined the Hollywood writing staff of the CBS *Al Jolson Show* (Lever Bros. Co.). He was formerly writer for the NBC *Ben Bernie* programs.

GRADY COLE, commentator of WBT, Charlotte, N. C., will receive a citation from the National Red Cross in November for service during the Mississippi flood. He is credited with raising nearly $35,000 for victims.

CHARLES H. MAUGHAN, former newspaperman and member of the continuity staff of WREC, Memphis, has been named publicity director of WREC.

JIMMIE McCONNELL, formerly of WLW, Cincinnati, and WJAY, Cleveland, has joined KMBC, Kansas City, to organize and direct an artists bureau.

KEN McCLURE, news editor of WOAI, San Antonio, and president of ARNEW, will publish Nov. 15 a volume containing 60 of his newscasts and talks on interesting personalities.

PAUL KEAST has been made director-producer of a weekly program titled *Curtain Calls* on KFWB, Hollywood.

HOWARD RHINES, KGA, Spokane, announcer, has won a Paramount Productions Inc., screen test.

ALLAN GRANT, NBC staff pianist in Chicago, and Willis Arthur, Chicago script writer, have written a new song, *The Last Rider*, scheduled for early publication.

F. D. (Dell) OBERT, formerly of KFAB, Lincoln, Neb., has been added to the announcing staff of WHIP, Hammond, Ind.

KENNETH OWEN, announcer-operator at KJBS, San Francisco, recently resigned to join the CBS staff in Hollywood.

FRED HENRY has resigned as announcer at KJBS, San Francisco, to join the microphone staff of KNX, Hollywood.

LOU WITHERS, NBC announcer, San Francisco, recently met with an accident while horse-back riding. He remounted and went to the studio to announce his regular schedule of programs. When his shift was over he went to a doctor and learned that his shoulder had been broken.

ROBERT LEE, formerly of KTUL, Tulsa, and Chicago stations, has joined the announcing staff at WMBH, Joplin, Mo.

LAWRENCE M. (Jack) HURDLE is producing the new *Jenny Peabody* show which started over CBS Oct. 18. New program is sponsored by F. & F. Laboratories Inc., Chicago.

BASIL LOUGHRANE, radio production director of Lord & Thomas, Chicago, will replace Bess Johnson (Lady Esther), in presenting the Lady Esther commercials starting Nov. 1.

JACK ZEIGIN and Cliff Gray, announcers, Ed Gundaker, announcer-engineer, and Eugene Kent, continuity, resigned from WGAL, Lancaster, Oct. 18.

TED WEBBE, chief announcer of WNEW, New York, has resigned. No successor has been appointed.

GORDON CASTLE, announcer of WJR, Detroit, will broadcast vox pop programs for General Motors of Canada from the Toronto automobile show Nov. 6-12 on CFRB.

MICH.
OHIO
IND.

"Friend of the Family"
IN FACT MORE THAN 571,800 FAMILIES who live prosperously in the
*WOWO MARKET

Farmers, industrial workers, trades people....folks in all vocations speak of WOWO as "our station." That makes WOWO a definite influence in the buying habits of this important market. No other station covers this area so thoroughly.

* 36 Indiana Counties
19 Ohio Counties
6 Michigan Counties

10,000 Watts, 1160 Kc.
Basic Station NBC Blue Network

WESTINGHOUSE RADIO STATIONS, Inc.,
Fort Wayne, Indiana

WESTINGHOUSE RADIO STATIONS INCORPORATED W

FREE & PETERS. INC. NATIONAL REPRESENTATIVES
Indiana's most POWERFUL Radio Station!

amber of Commerce directors at special dinner at the Hotel John-

broadcasts—two each day in south-

Of most interest to the laymen

Plattsmouth welcomes the appear- form

New KOIL Broadcast Ho

One of Towns to Initiate New 5000 Watter

New Transmitting Equipment and Doubled Power on Koil Beginning

The New KOIL outh on Tuesda ith a special civi e Korn Karnival rner of 5th and owntown Plattsmo am will start at 4: Eight entertainers, s, two engineers a ff members will oadcast and vaudevill ll bring with then ly flying broadcasti ell as the only motc it in the state.

During the week of e New KOIL w aska and fi rating the ew tr

HOPP ON AIR NEXT TUESDAY

Mills County Master Farmer to Represent Glenwood in National Broadcast from KOIL Next Tuesday Evening

ers will herald the a from coast to wide chain om the thi position, he Omah

Iowa t w," e Ic ne sc

KOIL SALUTES CITY IN FINE BROADCAST

Enthusiastic Response Wins Praise; Large Crowd Entertained

Fri- ians, the ouncil n here

Oak de- er who ew plane iew with ity's lead- the street" ical selec- es were in- g program, over the air

headed an- rge of the mo- ram here. The

WELL KNOWN RADIO ENTE IN BROADCAST

Had Hughes, costumed here as Pappy Pruner, will be master of ceremonies on the new KOIL salute broadcast from Glenwood on Friday, September 17, at 12:30 p. m. Hughes will also M. C. the half-hour

fund Heard roman Hugh mono for h

WILL BROADCAST FROM GLENWOOD STREETS SEPT. 17

KOIL Invites Public to see as well as Hear Broadcast from Glenwood Streets and from Plane Overhead in Salute Program Here

The program for the new KOIL salute broadcast from Glenwood on Friday, is all arran en wil

Newspaper Folks Guests at KOIL Dinner

New 5000 Watt Transtion and Tower Fol- Dinner Friday.

adio Station KOIL's ransmitter house a tower located South Omaha was given

KOIL BROADCAST HERE ON FRIDAY DREW LARGE CROWD

Glenwood People Privileged to Meet KOIL Officials and Entertainers; Heard Description of City Broadcast From Plane

Glenwood's new KOIL broadcast went on the air F 12:30 o'clock right on time. There was a large c sembled about the platfor north side of the square stitution band had playe selections preliminary to

Fine Talent on 'Honor Plattsmouth' Hour

Portable Broadcast Unit to be Here Tuesday, Sept. 14th at 4:30— Full Hour's Program.

KOIL's radio en named to part OIL salute br on Tuesd

KOIL Bro Di

Large Cro Many We

Plattsmo oadcast" schedul ndance rm, corn e entire ecial bu ro hour OIL man so Don ho condu ogram he Don Kell ed over e time th start an cription ut Don's pretty tions a ve Platts ic Juncti enwood ng Plat far D as "M

XFAB KOIL KFOR

LE RADIO TRANSMITTER

KOIL TO SALUTE THIS CITY

Civic Booster Broadcast From Here to Be Sept. 13

station KOIL will sa- ri Valley on Monday, with a special adcast from Valley. The 2:30 p

Without Cost to Community

The broadcast here, which will not describe the city's industries ultural and civic activities, but world of our coming King rnival and include man-on- interviews, is made with- he community and wholly gesture on the part of To be selected as aska cities for these te broadcasts is in- a privilege for bespeaks the

★ ★ ★ ★ ★ ★ ★ ★

CHOICE OF THE MAJORITY

¶A sure-fire barometer of the popularity of any town's radio station is the grudging esteem in which unaffiliated newspapers hold that station. When KOIL recently increased its power to 5000 watts and moved into a new transmitter building, metropolitan and weekly newspapers thought so much of the news value of this KOIL move that they front-paged it to the tune of more than 1200 inches in less than two weeks. ¶Gratified, KOIL was not surprised by this newspaper acknowledgment of its importance in the Omaha area. There have been other emphatic manifestations of confidence in this veteran Omaha radio station. Not the least of these is the overwhelming preference regularly shown by local advertisers. Month in and month out, these local advertisers consistently buy more time on KOIL than on any other Omaha network station,—a vote of confidence from friends and neighbors who live in the KOIL area and know first hand what KOIL stands for and what KOIL can do.

For the complete story of the NEW KOIL write Free and Peters, Inc., National Representatives, or KOIL in Omaha.

TED KIMBALL, formerly with NBC in Washington, has joined the announcing staff of KDYL, Salt Lake City. George Snell, KDYL publicity director, has sold a book-length juvenile novel to Caxton Printers. Estelle Farmer and Macksene Smith have joined the KDYL office staff.

DAVID FREDERICK of the continuity staff of KFRU, Columbia, Mo., has been promoted to the research department.

R. CALVERT HAWS, formerly production program director at WGFL, Chicago, has been appointed producer of the *Hollywood in Person* part of the CBS *General Mills* hour.

R. W. WINSAUER, assistant program and production manager of WCCO, Minneapolis, spoke on "New Frontiers in Radio" at the annual convention of Minnesota Parent & Teachers Assn., Oct. 14.

NORMAN PERRY, formerly of WIRE, Indianapolis, has joined the announcing staff of WLW-WSAI, Cincinnati, as sportcaster.

IRVING CARLSON, formerly of KVCV, Redding, Cal., has joined the announcing staff of the new KSRO, Santa Rosa, Cal.

HAROLD GRAMS, formerly of WOC, Davenport, has joined the announcing staff of WHO, Des Moines.

VERNON F. LYON, former radio specialist with the Brookings Institution in Washington, and recently in broadcasting work, is now associated with Braun & Co., Los Angeles public relations counselors.

RAINE BENNETT, known as the "poet of the airlanes," has been appointed radio editor of the *Los Angeles Herald Express*.

FERDINAND BIONDI, of CKAC, Montreal, has been promoted to program producer. Flavius Daniel has been transferred to the traffic department. New announcers are Pierre Normandin and Alain Gravel.

BERT GERVIS, formerly roving representative for Consolidated Radio Artists, has been appointed head of the firm's Chicago office succeeding Leo Salkin, who recently resigned.

BILL HALEY, formerly of KMOX, St. Louis, has joined the staff of KFRU, Columbia, Mo.

LARRY PAYNE, announcer of WIBM, Jackson, Mich., and Miss Jane Priskey, were married Oct. 28. FRED MIEGLE, chief announcer of

WTMV, E. St. Louis, and Miss Adele Zahrndt, daughter of Walter W. Zahrndt, of the Kelly, Stuhlman & Zahrndt agency, were married Oct. 20.

NBC ANNOUNCERS' HANDBOOK

Dr. William A. Neilson Named Committee Head To Prepare Book of English and Foreign Pronunciation

TO BE entitled *Broadcast Speech —NBC's Handbook for Announcers and Speakers*, the book's publication at an early date was assured Oct. 25 when NBC announced that Dr. William Allan Neilson, president of Smith College and international authority on the English language, has been named head of a committee to compile data. The purpose of the book, according to NBC, is to furnish a complete reference source for the occasional radio speaker and for the general public as well as to provide a practical text book for announcers.

Subdivided into various classifications, the contents of the handbook have been planned to include the correct pronunciation of American words often mispronounced; correct pronunciation of American and foreign place names; pronunciation of foreign words and terms, especially Latin expressions of current usage and the names of well-known foreign personages; a short table of elementary rules for pronunciation of German, French, Italian and Spanish words suited to American speech and a list of "Don'ts" dictated by euphony. The handbook will also include technical musical terms and foreign musical phrases; the names of foreign musical artists and composers and the pronunciation of general technical terms, mechanical and medical. Many idioms and phrases that have been introduced by radio speech and now have found general acceptance in the language will be listed in a special section.

Dr. Neilson was editor of *Webster's New International Dictionary* and was associate editor of the *Harvard Classics*. He holds seven degrees from American and foreign universities, has been a professor of English here and abroad and is the author of numerous books on English literature.

WSVA Post Not Filled After Death of Williams

WITH Charles P. Blackley, commercial manager, now in charge, the managership of WSVA, Harrisonburg, Va., left vacant by the death on Sept. 14 of Floyd Williams, has not yet been determined. Mr. Williams, 47, was 62% owner of the station, with Mr. Blackley owning 20% and Marion K. Gilliam, of Asbury Park, N. J., 18%. Mr. Williams died as a result of a heart attack. He joined WSVA in 1935 as program director, having formerly been administrative chief of the Washington Bicentennial Commission and clerk of the Senate Rules Committee. In former years he was well known as the "Flying Tenor of the Air", making weekly trips from Washington to New York where he sang over NBC. He was also soloist of WOV, New York, for several years. Surviving are his widow, Mrs. Mabel Linton Williams, and two sisters, Mrs. Herman Mitts and Miss Lola Williams, all of Washington.

Gene Carmen

GENE CARMEN, 32, nationally known as the writer and producer of several well-known transcription serials, died at Pioneer Hospital, Hollywood, on Oct. 18 following a lingering illness. He had been in radio since 1931 and was under contract to C. P. MacGregor, Hollywood transcription concern. He had written numerous outstanding programs, among them *Problems of Pamela*, which was recently retitled *Stars Over Hollywood*, and the *Moving Stories of Life* series. Surviving are his widow and two children.

EDWARD H. HARRIS, publisher of the *Richmond* (Ind.) *Palladium*, and former chairman of the radio committee of the American Newspaper Publishers Association, died at his home in Richmond Oct. 24 at the age of 57.

WGTM, Wilson, N. C., averages 75 local advertisers daily although it has been on the air only since July 18.

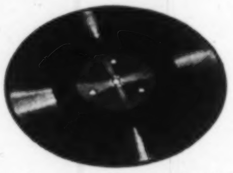
PRESTO RECORDERS MAKE WORLDWIDE PICKUP FOR NEW RADIO PROGRAM. Voices of men and women who make the world's news—eyewitness accounts of news events as they happen in all parts of the world—will be heard in a new program series, shortly to be released to radio stations throughout the country.

Using the combined facilities of Transradio News Features and the newly organized Intercontinental Audio-Video Corporation of Radio City, New York, recordings will be sent from all principal centers to be edited and re-recorded on electrical transcriptions.

New Presto Jr. portable recorder is used to record news at the scene of action. The complete instrument weighs only 35 lbs., operates on house current or an automatic battery, makes 12" records suitable for broadcasting.

Six Presto Recording Turntables are used at Intercontinental's studio in the intricate process of combining these fragments of world affairs to make unique 15 minute transcription programs.

Mark Hawley, ace newscaster, heads new Intercontinental organization.

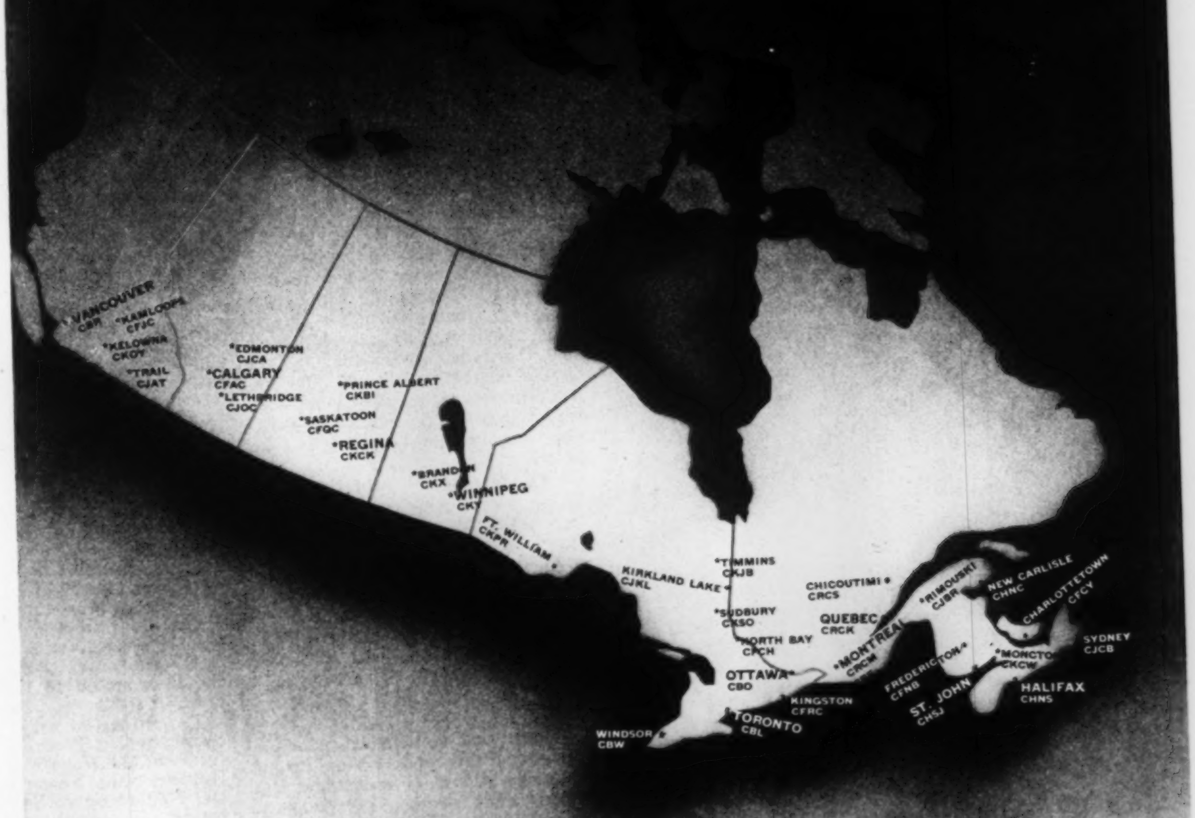


Only the Presto Green Seal Disc could be depended upon to journey half way around the world and arrive in perfect condition.

YOU CAN USE THE PRESTO JR. TO PICK UP LOCAL NEWS FOR YOUR STATION. SEND FOR OUR FOLDER DESCRIBING THIS REMARKABLE NEW INSTRUMENT.

PRESTO Recording Corporation • 147 W. 19th St., N. Y. C.

CANADA CALLING


*VANCOUVER
CBR
*KAMLOOPS
CFJC
*KELOWNA
CKOV
*TRAIL
CJAT
*EDMONTON
CJCA
*CALGARY
CFAC
*LETHBRIDGE
CJOC
*PRINCE ALBERT
CKBI
*SASKATOON
CFQC
*REGINA
CKCK
*BRANDON
CKX
*WINNIPEG
CKY
FT. WILLIAM
CKPR
KIRKLAND LAKE
CJKL
*TIMMINS
CKJB
*SUDBURY
CKSO
*NORTH BAY
CFCH
OTTAWA
CBO
WINDSOR
CBW
*TORONTO
CBL
KINGSTON
CFRC
CHICOUTIMI
CRCS
QUEBEC
CRCK
*MONTREAL
CRCM
*RIMOUSKI
CJBR
NEW CARLISLE
CHNC
CHARLOTTETOWN
CFCY
FREDERICTON
CFNB
ST. JOHN
CHSJ
*MONCTON
CKCW
SYDNEY
CJCB
HALIFAX
CHNS

The CBC's facilities for national and regional network coverage are now available at the most attractive rates ever offered for effective radio advertising.

Inquiries Invited

The Canadian Broadcasting Corporation

1231 St. Catherine West
Montréal, Que.

1 Hayter Street
Toronto, Ont.

ONE AND ONE-HALF MINUTES TO DISTANT POINTS
BY TELEPHONE

THE AVERAGE TIME to complete Long Distance calls in this country is 1½ minutes. The telephone is a hard-working partner in any business that must work fast. Pick up your telephone . . . talk to any corner of the country. Ask your questions and get your answers *at once,* when you need them most.

The telephone is easy, economical, and final—as well as fast. Artists, sponsors, directors, network stations are all at your elbow—by telephone. Use this time-saving servant more frequently, and get more things done.

Payne Press Release

(Continued from page 24)

of the Supreme Court remanded the case back to an inferior court in view of the fact that the Judge had not followed due process of law. When the case came up for trial again the Judge charged with bias was invited to ask the senior judge of the court to assign another judge in the second hearing instead of presiding himself. There is a very great difference between the present case and the one cited. There has been in the first place no violation of law on the part of this Commissioner. As a matter of fact, this Commissioner has never met the chief respondent and has never seen him face to face until he came into this court today. In addition to that, in the case cited from the United States Reports, one Judge sat, whereas in this case there are seven Commissioners sitting. It is not conceivable that the six distinguished gentlemen who are sitting on this bench with Commissioner Payne would be so far led to forget their oath of office and their duty as to be affected by the alleged bias or prejudice.

"In all the cases I have read it is clearly established, except where there are constitutional or statutory provisions to the contrary, that the Judge sitting must be the one to disqualify himself. The appeal, therefore, to the Commission was clearly incompetent, and its decision against public policy and interest.

"As stated above, this is an entering wedge which may render it impossible for any Commission to function."

At the morning session, when a request was made for Commissioner Payne to disqualify himself, he made the following statement from the bench:

"In view of what has been said here, I wish to make this statement:

"It is a well-established principle of common law, and to some extent of constitutional or statutory provisions, that a judge may disqualify himself for one of many reasons including personal interest, bias or prejudice, having acted as counsel, relationship, etc. None of these reasons exists in this case, as any action taken in connection therewith has been official and part of the duties of my office.

"It may be remembered that my duties, as those of the other Commissioners, are administrative as well as judicial and that practically all judicial acts of the Commission are based on or are taken pursuant to administrative action by the same Commission. If, therefore, I were required to disqualify myself in this case, any Commissioner could be required to disqualify himself in any case that should come before the Commission.

"This principle, if given validity, would hamper the Commission in its official duties and even cripple it so that it would not be able to function at all.

"I want to emphasize the fact that the Communications Act of 1934 contains no provision authorizing the Commission or the courts to disqualify a Commissioner from sitting in a case before the Commission, nor is there any other Federal law containing such provision.

"There is nothing in law nor in fact, therefore, to justify my disqualification to sit in the present case."

Princeton Begins Analysis of Radio

Two-Year Study Is Financed by Rockefeller Foundation

AS A preliminary to a study of radio's effect on present day life, Princeton University is starting a two-year research project which will analyze current techniques and, if possible, devise better ones for discovering the basic motivational factors in radio listening and the effects of radio on the listener. The work will be carried on by the university's school of public and international affairs, which has been granted $67,000 for this purpose by the Rockefeller Foundation.

Hoping eventually to deal with such large scale problems as the effect of radio on family life, which might be either a unifying or a disrupting factor; the use of radio in education and propaganda: radio as a new field for writers and composers; radio in politics; the different ways a single program affects various individual listeners and the different reactions of the same listener to various programs, and similar problems of human motivation, the study will encompass a large number of diverse surveys. One of the first of these will be in the library field, examining all programs put on the air by libraries and attempting to discover the effects of these broadcasts in increased library attendance, increased circulation of books discussed on the air and other changes due to broadcasts. A second study will examine the role of radio in a few political campaigns, seeking answers for such questions as: Do people listen to the candidates of the opposing party? Does radio supplement or displace newspapers in furnishing political information?, and the like.

For the present, however, the Princeton study will concentrate on the examination of research techniques to determine which are the best suited to the more generalized study.

The Princeton project will be directed by Dr. Paul Lazarsfeld, director of the research center at the University of Newark, assisted by Dr. Hadley Cantril, associate professor of social psychology at Princeton, and Dr. Frank Stanton, manager of the research division of CBS.

Insurance Test

GREAT WESTERN Life Insurance Co., Chicago, started a five-minute 13-week test program on WENR, Chicago, Oct. 24. According to Jack Scott, partner of Schwimmer & Scott, Chicago, agency handling the account, if test proves successful from six to eight station in five midwestern states will be used.

NO GADGETS BUT *this** TO GUIDE THEM!

DENVER FURNITURE STORES

spend more money with KLZ than with any other station!

● With no guide but the unerring accuracy of adding machine and cash register, no inducement but results, no motive but profit, Denver merchants add media which are profitable . . . subtract those which are not.

These, then, are meaningful words: *Furniture stores, department stores, ladies' ready-to-wear stores, men's clothing stores and jewelry stores in Denver all spend more money with KLZ than with any other Denver station.*

**The Gadget — an Elliott-Fisher bookkeeping machine from an unusual angle.*

This means that in Denver KLZ is the station which is best meeting the exacting requirements of the most result-demanding of all advertisers.

KLZ *Denver*

CBS

Under Management Affiliated with WKY, Oklahoma City, and the Oklahoma Publishing Company
Representative - E. Katz Special Advertising Agency

Cranberry Spots

AMERICAN CRANBERRY Exchange, New York, is participating in *Musical Clock* programs on WFBR and WCAO, Baltimore. Also 12 weekly spot announcements are broadcast on WOW, Omaha; WFBM, Indianapolis; WFBL, Syracuse; KSCJ, Sioux City; WMBD, Peoria, Ill.; KMA, Shenandoah, Ia.; WFAA, Dallas, and KFH, Wichita. The announcements are heard three times a day, four days a week, and placed through Gotham Adv. Agency, New York.

KVOR, Colorado Springs, Col., aired a remote broadcast from Golden, 100 miles distant, when Colorado College played the School of Mines Oct. 23. KVOR's football remote crew consists of Chief Engineer Eustace Taylor and Announcers Fred C. Mueller and Leon J. Marshall.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL
ATLANTA

Kraft Selling Oleo

KRAFT-PHENIX CHEESE Corp., Chicago, introduced a new product, Parkay oleomargarine over the air Oct. 14. Instead of the usual cheese commercials on the firm's NBC *Kraft Music Hall*, nine stations in the Southeast have local announcers "break in" and give commercials on the new margarine. In addition, WDAF, Kansas City, is carrying oleomargarine announcements besides the cheese commercials. Needham, Louis & Brorby Inc., Chicago, is handling the Parkay advertising inasmuch as the regular Kraft agency, J. Walter Thompson Co., Chicago, has a competitive oleomargarine—Swift's Alsweet. Following stations are breaking in with the Parkay announcements: WJAX, WPTF, WIOD, WFLA, WIS, WSB, WJDX, WSMB and WSGN.

Jelke Back on Air

JOHN F. JELKE Co., Chicago (Good Luck margarine), after being off the air five years, resumed broadcasting Oct. 24 when the firm started sponsorship of George Jessel's *Thirty Minutes in Hollywood* on WGN, Chicago. The company at one time did extensive radio advertising and was the first sponsor of *Vic & Sade*. According to F. F. Scott, advertising and sales manager of the John F. Jelke Co., no definite radio plans outside of sponsorship of the Jessel program for 24 weeks have been made. Blackett-Sample-Hummert Inc., Chicago, is agency.

DUE to the demand for radio courses, University of California, Los Angeles, has started an additional class in radio writing, with Marvin Young, NBC production manager in Hollywood, as instructor.

SMALLEST

MEET — Bob Kelley, sports announcer of WGAR, Cleveland, who claims to be the smallest sports announcer in the business. The picture shows him interviewing two Cleveland pro grid stars, Johnny Drake (left) and Primo Miller. Kelley is 5 feet 5 inches tall, weighing 110 pounds. Games of the pro team are broadcast over WGAR by Kelley and Franklin (Whitey) Lewis under sponsorship of Standard Oil Co. of Ohio.

Hockey List Enlarged

IMPERIAL OIL Ltd. will broadcast all Canadian professional hockey games starting Nov. 6 over one of the largest regular networks ever arranged in the Dominion with 35 stations listed to date and more expected. The broadcast will last at least 20 weeks, with play-offs at the end for an undetermined number of weeks. The broadcasts will be play-by-play descriptions with musical selections every Saturday evening from 9 p. m. to end of game. MacLaren Adv. Co. Ltd., Toronto, negotiated the network with the Canadian Broadcasting Corp., whose basic net is being used. Starting in the East the program will be carried by CJCB CHNS CFCY CKCW CHSJ CFNB CHNC CJBR CRCS CRCK CBM CBF CBO CFRC CRCT (to be replaced by CBL when open) CBW CKSO CFCH CJKL CKGB CKPR CKY CKX CKCK CHAB CFQC CKBI CJCA CFAC CJOC CKOV CFJC CJAT CBR. The French program will go out simultaneously over five stations comprising the Quebec network with CBM carrying the English broadcast in Montreal.

•

News

is your best bet

TRANSRADIO

•

NEW FIRM ENTERS RADIO NEWS FIELD

A NEWCOMER in the field of supplying news for broadcasting is Continental Radio Press Inc., which has set up headquarters at 576 Fifth Ave., New York, to furnish specialized news service to radio stations, sponsors and advertising agencies and to perform other functions not now being offered by other news services. T. L. Christie, former radio news editor of INS-US and former associate editor of Press-Radio Bureau, will direct the Continental operations as executive editor.

Primary function of the new organization, according to Mr. Christie, is to gather, edit and transmit news of strictly local origin in the large key cities of the country for commercial broadcasts on stations in those cities. Whereas most newspapers are made up chiefly of local news, he says, most news broadcasts are made up of news of national and international scope, entirely ignoring the local angle.

Beginning Nov. 1, Continental Radio Press plans to turn out 10,000 words a day of local news in the New York area, written and edited for broadcasting, which will be available to stations or advertisers by wire or messenger in whatever quantities they desire. The news will be packaged to suit individual requirements, Mr. Christie said, emphasizing angles of the day's events which the station or sponsor believes most appropriate. The organization will also supply spot news features by wire to stations desiring to amplify and diversify their present news coverage with news of purely local interest breaking in New York and Washington. Later the organization plans to set up offices in other cities, he stated.

Before entering the radio news field four year ago, Mr. Christie was connected with the Associated Press, *New York Herald Tribune, Paris Herald* and *Shanghai Evening Post*.

Corn Husking Special

ALLIS-CHALMERS MFG. Co., Milwaukee, (WC tractor), will sponsor the National Corn Husking Championship on Nov. 4 direct from a farm in Marshall, Mo., over a special network of 14 stations. The program, which will be aired from 11:45 a. m. to approximately 1:30 p. m. (CST) will originate from the studios of WIBW, Topeka. Other stations are WLS, KFEQ, KFRU, WEW, WHO, KFNF, KMMJ, WDZ, WMT, WAAW, WTAD, KANS, WNAX. Bert S. Gittens, Adv., Milwaukee, is agency.

WMC Using AP News

UNDER a reorganized setup, WMC, Memphis, brings listeners complete coverage of national, sectional and local events, with Associated Press automatic leased wire printers installed in the station's own newsroom, and arrangements with the editorial staff and rural correspondents of the *Memphis Commercial Appeal* for fast treatment of all news. Cancellation of the station's INS contract went into effect Aug. 14, and AP printers were installed immediately in the newly-created station news room.

WJZ
WJBO
WBLK
WMFR
WRBE
WHIP
WKZO
KTFI
WMBG
KTOK
WGBI
MO. STATE POLICE
C.M.Q.-C.O.C.Q.

These and a host of other prominent stations are enjoying the utmost satisfaction in coverage and performance with

LEHIGH
VERTICAL RADIATORS

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA.
Offices in Principal Cities

This Is An UP Market!

Local Business Is Above Normal

Nine Percent Gain Over Last Year Is Shown In National Survey

Charleston was one of a group of 55 cities in the nation in which business in September was normal or above, a survey of 147 trading areas by the Brooke, Smith, French and Dorrance Company, advertising firm of New York City, revealed yesterday.

Business here stood at seven percent above normal at the end of September—a gain of nine percent over the corresponding period in 1936.

With about 50 Christmas shopping days remaining, local business men predicted one of the best holiday trading seasons in many years.

Drug Sales Increase

Sales at Charleston drug stores (without soda fountains) amounted to $261,000 in 1935, the Market Data Service of Bridgeport, Conn., announced. The city's per capita sales were $4.32; the state, 75 cents and the U. S. $2.30.

Sales in drug stores with soda fountains here totaled $1,051,000. Per capita was reported as $17.40, as compared with $4.60 for the state, and $7.74 for the nation.

Hardware sales in the state gained 25 percent for the first eight months of 1937 as compared with the same periods in 1934-35-36, the National Retail Hardware Association survey showed.

—Charleston Gazette
Sunday, Oct. 24, 1937.

—and you don't have to take our word for it—

Read The Facts!

SELECT any classification of business—you'll find it decidedly *UP* in Charleston, West Virginia. This is the one market that's on the UPgrade—steadily, consistently and unmistakably!

Clothing sales, hardware sales, building materials, drugs and cosmetics, foods and automobiles, clothes and finery—anything and everything that's sold is booming and topping new highs not only for the state but for the United States—per capita sales that actually sound too good to be true, but are just sort of common-place here where business in every line is so good!

If you want the true picture of business in the WCHS-CHARLESTON market, compare the per capita sales of the few items listed in the article at the left, or better still, get the complete story from the United States Department of Commerce figures.

As certainly as you'll find business unprecedently good, you'll find corresponding response through WCHS—the *only* radio station that completely serves this business-making market!

580 KILOCYCLES
1000-500 WATTS

WCHS

COLUMBIA
BROADCASTING SYSTEM

CHARLESTON, WEST VIRGINIA

NATIONAL REPRESENTATIVES—EDWARD PETRY & COMPANY

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAP, Fort Worth

American Cranberry Exchange, New York (Eatmore), 12 weekly *sa*, thru Gotham Adv. Agency, N. Y.

American Gas Machine Co., Albert Lea, Minn. (SunFlame burners), 2 weekly *t*, thru Greve Adv. Agency, St. Paul.

Coleman Lamp & Stove Co., Kansas City (heaters), 12 weekly *sa*, thru Potts-Turnbull Adv. Co., Kansas City.

Emerson Drug Co., Baltimore (Bromo-Seltzer), 300 25-word *sa*, thru J. Walter Thompson Co., N. Y.

J. A. Folger & Co., Chicago (coffee), 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Gillette Rubber Co., Milwaukee (tires), 13 *t*, thru Cramer-Krasselt Inc., Milwaukee.

W. T. Grant Co., New York (chain store), 39 *t*, thru N. W. Ayer & Son Inc., N. Y.

Olds Motor Works, Lansing (autos), 13 *t*, thru D. P. Brother & Associates, Detroit.

American Tobacco Co., New York (Roi-Tan), 100 *ta*, thru Lawrence C. Gumbinner, N. Y.

Penick & Ford, New York (Vermont Maid), 102 *ta*, thru J. Walter Thompson Co., N. Y.

Vick Chemical Co., New York (cough drops), 104 *sa*, thru Morse International Inc., N. Y.

Lewis-Howe Co., St. Louis (Tums), 78 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KGO, San Francisco

Bauer & Black, Chicago (Velour Hand lotion) 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Local Loan Co., San Francisco (personal loans), weekly *sp*, thru Long Advertising Agency, San Francisco.

Nash-Kelvinator Inc., Kenosha, Wisconsin (autos), 12 weekly *sa*, thru Geyer-Cornell & Newell Inc., N. Y.

General Cigar Co., New York (William Penn cigars), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., N. Y.

Eton Paper Corp., Pittsfield, Mass. (paper), 2 weekly *ta*, thru Badger & Browning Inc., Boston.

Vick Chemical Co., New York (cough drops), 3 weekly *sa*, thru Morse International Inc., N. Y.

WDAY, Fargo, N. D.

Pillsbury Flour Mills Co., Minneapolis, 72 *sa*, thru Hutchinson Adv. Co., Minneapolis.

Oyster Shell Products Corp., New Rochelle, N. Y., 52 *sa*, thru Husband & Thomas, N. Y.

Skelly Oil Co., Kansas City, 39 *t*, thru Blackett-Sample-Hummert Inc., Chicago.

American Pop Corn Co., Sioux City, Ia., 14 *sp*, thru Coolidge Adv. Agency, Des Moines.

CFRB, Toronto

National Breweries Ltd., Toronto (yeast), 2 weekly half-hour *sp*, starting Nov. 15, thru CKOC, Hamilton.

Royal Tobacco Co., Toronto (cigarettes), 6 weekly *t*, weekly *sp*, direct.

WMCA, New York

United Drug Co., Boston (Rexall One-Cent Sale), 6 *t*, thru Street & Finney Inc., N. Y.

WGN, Chicago

Aurora Laboratories Inc., Chicago (Clear Again), 3 weekly *sp*, thru Aubrey Moore & Wallace Inc., Chicago.

Lamont, Corliss & Co., (Nestle's Ever-Ready cocoa), New York, *sa*, thru Cecil, Warwick & Legler Inc., N. Y.

Marshall Field & Co., Chicago (retail store), 3 weekly *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.

American Chicle Co., N. Y. (Black Jack chewing gum), weekly *t*, thru Badger & Browning & Hersey Inc., N. Y.

Chocolate Products Co., Chicago (Stillicious), 3 weekly *t*, thru George H. Hartman Co., Chicago.

WCKY, Cincinnati

American Pop Corn Co., Sioux City, Ia., 52 *sp*, thru Coolidge Adv. Co., Des Moines.

Standard Oil Co. of Ohio, Cleveland, 47 *sa*, thru McCann-Erickson Inc., Cleveland.

Weber Milling Co., Sunman, Ind., 26 *t*, direct.

Nash-Kelvinator Corp., Kenosha, Wis., 26 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.

Wander Co., Chicago (Ovaltine), 5 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

Penn. State Publicity Com., Harrisburg, 15 *sa*, thru Walker & Downing, Pittsburgh.

KEHE, Hollywood

Doyle Packing Co., Los Angeles (Strongheart dog food) 6 weekly *sp*, thru Beaumont & Hohman Inc., Los Angeles.

Imperial Mutual Life Ins. Co., Los Angeles (insurance), 6 weekly *sp*. thru Philip J. Meany Co., Los Angeles.

Morey Co., Los Angeles (Vita-foot) weekly *sa*, thru Steller-Millar Agency, Los Angeles.

WLW-WSAI, Cincinnati

Nestles Milk Products Co., New York (chocolate), 5 weekly *sp*, thru Lord & Thomas, N. Y.

Strietmann Biscuit Co., Cincinnati, 5 weekly *sp*, thru Harry M. Miller Inc., Cincinnati.

Barbasol Co., Indianapolis (shaving cream), weekly *sp*, thru Erwin Wasey & Co., N. Y.

KMPC, Beverly Hills, Cal.

Delta Clay Co., Oakland, Cal. (cosmetics), 6 weekly *sa*, thru Tomaschke-Elliott Inc., Oakland.

WGY, Schenectady

Little Crow Milling Co., Warsaw, Ind., 6 weekly *sp*, thru Rogers & Smith Adv. Agency, Chicago.

Penick & Ford, New York (Brer Rabbit molasses), 5 weekly *sp*, thru J. Walter Thompson Co., N. Y.

Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (woolens), 2 weekly *sa*, thru Campbell-Ewald Co., Chicago.

Utica Knitting Co., New York, 3 weekly *sa*, thru John Thomas Miller, N. Y.

Dryden & Palmer Inc., Long Island City, weekly *sp*, thru Samuel C. Croot Inc., N. Y.

Bernard Perfumers, St. Louis, 2 weekly *sp*, thru Johnson Sel Co., St. Louis.

WNEW, New York

United Drug Co., Boston (Rexall One-Cent Sale), 6 *t*, thru Street & Finney Inc., N. Y.

Madison Personal Loan Inc., New York (financial), 7 *sp*, thru Klinger Adv. Agency, N. Y.

Shell Union Oil Corp., New York (gasoline), weekly *sp*, thru J. Walter Thompson Co., N. Y.

Eastern Wines Corp., New York (wines), 6 weekly *sa*, thru Albert Frank-Guenther Law Inc., N. Y.

CKNX, Wingham, Ont.

Blatchford Calf Meal Co., West Toronto, 6 weekly *sa*, thru Industrial Adv. Agency, Toronto.

Dr. A. W. Chase Medicine Co., Oakville, Ont. (proprietary), 312 *sa*, thru Ardiel Adv. Agency, Oakville.

Dodds Medicine Co., Toronto, 312 *sa*, direct.

Longworth Milling Co., West Toronto (feed), 26 *sp*, direct.

KECA, Los Angeles

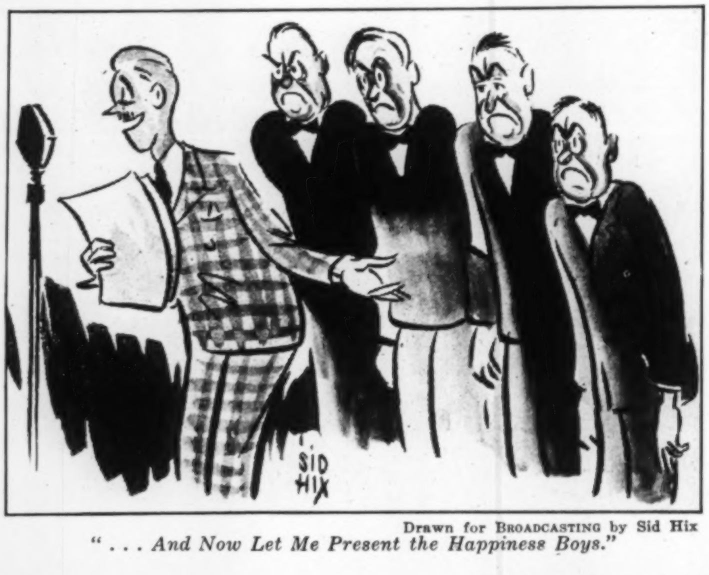
General Motors Corp., Detroit (Chevrolet), 3 weekly *sa*, thru Campbell-Ewald Co. Inc., Detroit.

Railway Express Agency, New York (expressage), 5 weekly *sa*, thru Caples Co., N. Y.

Lea & Perrins Inc., New York (Worcestershire sauce), 5 weekly *sa*, thru Schwimmer & Scott Inc., Chicago.

WHN, New York

Chevrolet Motor Co., Detroit (motor cars), daily *sa*, thru Campbell-Ewald Co. Inc., Detroit.



Drawn for BROADCASTING by Sid Hix

" . . . And Now Let Me Present the Happiness Boys."

WIND, Gary

Carter Medicine Co., New York (liver pills), 6 weekly *sa*, thru Street & Finney Inc., N. Y.

Chamberlain Laboratories Inc., Des Moines (Chamberlain's Lotion), 7 weekly *sp*, thru Coolidge Adv. Co., Des Moines.

Baptizine Pharmacal Co., St. Louis (Alkosol), daily *sa*, thru Ernest Kenze, St. Louis.

Sure Laboratories, Chicago (breath purifier), 7 weekly *sp*, thru Selviair Broadcasting System Inc., Chicago.

Zion Gospel Tabernacle of Zion, Illinois, weekly *sp*, thru Malcolm-Howard Adv. Agency, Chicago.

KGFF, Shawnee, Okla.

Chattanooga Medicine Co., Chattanooga (proprietary), 52 *ta*, thru Nelson Chesman & Co., Chattanooga.

Chicago Engineering Works, Chicago (instruction), 52 *ta*, thru James R. Lunke & Associates, Chicago.

Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrot shoes), 26 *t*, direct.

Central Shoe Co., St. Louis (Gold Standard, Robinhood shoes), 26 *t*, direct.

WCFL, Chicago

Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 6 weekly *t*, thru Cramer-Krasselt Co., Chicago.

Sterling Products Inc., Wheeling (California Fig Syrup), 5 weekly *t*, thru Thompson-Koch Co., Cincinnati.

Axton-Fisher Tobacco Co., Louisville (20 Grand cigarettes), 6 weekly *sp*, thru McCann-Erickson Inc., N. Y.

Master Jewelers, Chicago (chain of jewelry stores), 3 weekly *sp*, thru I. J. Wagner Adv. Agency, Chicago.

O'Conner & Goldberg, Chicago (retail shoe stores), weekly *sp*, thru Dade B. Epstein Adv. Agency, Chicago.

WBT, Charlotte, N. C.

E. R. Partridge Co., Atlanta (Carhartt overalls), 3 weekly *ta*, thru Harvey-Messengale Adv. Agency, Atlanta.

Early & Daniel Co., Cincinnati (feed), 4 weekly *sa*, thru Keelor & Stites Co., Cincinnati.

American Popcorn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.

Swift & Co., Chicago (Allsweet margarine), 5 weekly *sa*, thru J. Walter Thompson Co., Chicago.

KFWB, Hollywood

Piso Co., Warren, Pa. (proprietary), 30 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.

Union Pacific Railroad Co., Omaha (transportation), 8 weekly *sa*, thru Caples Co., Chicago.

Santa Fe Railway, Los Angeles (transportation), 6 weekly *sa*, direct.

Pontiac Motor Co., Pontiac, Mich., (autos), 24 *t*, thru MacManus, John & Adams Inc., Detroit.

KFRC, San Francisco

Royal Toy Co., New York (toys), 3 weekly *sa*, thru Reiss Adv. Co., N. Y.

Schlitz Brewing Co., Milwaukee, 4 weekly *sa*, thru McJunkin Adv. Co., Chicago.

KFI, Los Angeles

Kellogg Co., Battle Creek, Mich. (cereals), 5 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.

Penick & Ford Ltd. Inc., New York (Vermont Maid Syrup), 6 weekly *ta*, thru J. Walter Thompson Co., N. Y.

KYA, San Francisco

Gardner Nursery Co., Seattle, 6 weekly *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

KHJ, Los Angeles

National Oil Products Co. Inc., Harrison, N. J. (Admiracion shampoo), 5 weekly *t*, thru Chas. Dallas Reach Adv., Newark.

Radio Advertisers

WEBER MILLING Co., Cincinnati, has bought *Martha Lane's Radio Kitchen*, Mertens & Price transcribed series of dramatized home economics episodes, which have run live-talent three years over KFI, Los Angeles, as *The California Kitchen*. The discs will be broadcast twice weekly over WCKY.

STANDARD FURNITURE Co., San Diego, Cal., currently placing thru Hurley Adv. Agency, that city, is sponsoring a new quarter-hour Monday night feature, *The Pep Parade*, on KFSD. Program features a concert of transcribed band music, interspersed by local news items.

GEORGE A. HORMEL Co., Minneapolis (food), has signed for five quarter-hours weekly on WCCO, Minneapolis, in addition to the three present quarter-hours. The show is known as *Siesta* and features a string and woodwind orchestra in popular and semi-classical works. Hormel's other three quarter-hour periods on WCCO are Tuesdays, Thursdays and Saturdays from 8:30 to 8:45 a. m., featuring *Dinty Moore*, trade name character, and a varied musical show.

ROLLS RAZOR Inc., New York, will sponsor three broadcasts of *Let's Get Together*, transcribed musical program, on WOR, Newark, on Sundays, Nov. 14 through Nov. 28. Agency in charge is Kimball, Hubbard & Powel Inc., New York.

SHELL UNION OIL Co., New York, on Oct. 16 started sponsorship of weekly *Pigskin on Parade* on WNEW, New York, 8-9 p. m., Saturdays. Agency is J. Walter Thompson Co., New York.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), added WGR, Buffalo, to the list carrying *Houseboat Hannah* WBS transcriptions, making 16 stations now broadcasting the program. Blackett-Sample-Hummert Inc., Chicago, is agency.

LOCAL LOAN Co., California (personal loans), which recently placed its radio advertising with the Long Adv. Service, San Francisco, has started a half-hour weekly program over NBC-Blue network in California, Tuesdays, 8:30-9 p. m. The program title is *Meet Your Neighbor*, being heard over KGO, KECA, KFSD, KEX.

MILES LABORATORIES, Elkhart, Ind. (Alka Seltzer), recently inaugurated a series of programs presenting Jewish news over KGGC, San Francisco.

GALLENKAMP Shoe Stores, San Francisco (shoes), recently inaugurated a series of two weekly programs featuring football recreations—Thursday and Saturday, 7 to 7.45 p. m. PST, over station KGGC, San Francisco. Agency is Long Adv. Service, San Francisco.

GEORGE W. CASWELL Co., San Francisco (coffee and tea), recently began an eight-week test period on participating programs over KFRC and KSFO, San Francisco. Company is buying a five-minute period on the *Friendly Homemaker* program on KSFO twice weekly and the same amount of time on the *Morning Hostess* program on KFRC. The agency is Long Adv. Service, San Francisco.

TAPPINS' JEWELRY STORES, Newark, operating a chain in New Jersey and Pennsylvania, started Oct. 25 a series of quarter-hour transcriptions, made by Universal Recording Corp., New York. Stations are WIP and WDAS, Philadelphia, and WCAM, Camden. Discs are broadcast two a day, 14 a week, for 13 weeks. Agency is Schillin Adv. Corp., N. Y.

American Tobacco Plans To Test New MCA Show

WALTER JOHNSON, continuity editor and producer of the Don Lee Broadcasting System, Los Angeles, has resigned effective Nov. 1, to join Music Corporation of America, that city, as assistant to Burt McMurtrie, Pacific Coast radio production manager. He will build and produce shows for MCA, working closely with Don Lee.

His most recent production, *Script Teaser*, which originated from KHJ, Los Angeles, is scheduled to start early in November on WOR, Newark, in a four-week test under sponsorship of American Tobacco Co. (Lucky Strike cigarettes). It will then go transcontinental over Mutual and will probably originate from the West Coast. Don Lee Broadcasting System and MCA are cooperating on new programs for sponsorship, the latter supplying talent. Shows are produced and auditioned at the network's Los Angeles studios.

UNITED BISCUIT Co., Chicago (cooperative bakeries), currently sponsoring *Bob Hawk's Fun Quiz* on WMAQ, Chicago, on Oct. 18 started piping the show to St. Louis where it is being broadcast over KMOX. Man-on-street programs are being sponsored over 13 stations (BROADCASTING, Oct. 1) by the biscuit firms. Neisser-Meyerhoff Inc., Chicago, is agency.

LEISY BREWING Co., distributors of Leisy Beer in the Midwest, has signed for a 13-week series of three-a-week five-minute evening shows, on WGAR, Cleveland, *Roving Reporter*, with Graves Taylor as commentator. Fuller & Smith & Ross, Cleveland, is agency.

JAMES H. MURPHY, president of Murphy Products Co., Burlington, Wis. (feed) on Oct 2 in Chicago married Miss Margaret Dempsey, of the Winnie, Lou and Sally trio on WLS, Chicago.

ILLINOIS HYBRID Corn Growers Assn., El Paso, Ill., has placed its account with Ford, Browne & Mathews Inc., Chicago The Association, which has been using announcements on WLS, plans to resume announcements there in addition to using two or three other stations in Illinois and northern Indiana.

MALTEX CEREALS Co. Inc., Burlington, Vt., will start participation in *Martha Deane* program on WOR, Newark, the first week in November. Sponsor plans to add one or two New England stations later. Agency is J. M. Mathes Inc., New York.

AMERICAN AIRLINES Inc., Chicago, has placed its account with Blackett-Sample-Hummert Inc., Chicago.

IN
Atlanta
USE
WGST
CBS
5000 watts day
1000 watts nite
890 kc.
Repts.
E. KATZ SPECIAL ADVERTISING AGENCY

JOSEPH F. CORNELIUS, advertising manager of the First National Bank, Spokane, and for the last two years editor of the radio section of the Financial Advertisers Association Bulletin, has relinquished that post to Harold Cothrell, assistant cashier of the Fort Wayne National Bank, Fort Wayne, Ind. Mr. Cornelius was elected a director of FAA at its convention in September.

BETTER SPEECH Institute of America, Chicago, is advertising through Young & Rubicam Inc., New York.

BILLINGS-CHAPIN Co., Cleveland (paint) has appointed Bayless-Kerr Co., Cleveland, to service its account.

M. J. BREITENBACH Co., New York, has named Morse International Inc., New York, as agency.

GENERAL MILLS Inc., Minneapolis, has placed its Corn Kix account with Blackett-Sample-Hummert Inc., Chicago.

RAPINWAX Co., St. Paul, has named W. I. Tracy Inc., New York, to handle eastern advertising.

RITE-RITE MFG. Co., Chicago, has designated Stack-Goble Adv. Agency Chicago, as its agency.

W. M. WILLETT Co., San Francisco, makers of Camelline, a liquid face powder, has appointed Frank Wright & Associates, San Francisco, to handle its advertising. A radio campaign is being planned.

DIESEL Training School, Detroit, is sponsoring a new series of weekly quarter-hour programs on WJR, Detroit, which pipes the show to WGAR, Cleveland. Brace-Beemer Inc., Detroit, is agency.

KRUEGER BREWING Co., Newark, has placed its account with Monroe F. Dreher Inc., New York.

IN THE Oct. 1 issue of BROADCASTING it was reported that the Keystone Steel & Wire Co., Peoria, had placed its business with the Russel M. Seeds Co., Inc., Chicago. The Seeds agency placed a half-hour *Barn Dance* program on WLW starting Oct. 9 but Mace Adv. Co., Peoria, is still handling other placements of the Keystone account.

CHESAPEAKE & OHIO Railroad has placed its account with Robert St. Clair Co., New York and Wilkes-Barre. The road has not used radio for some months.

ZENITH RADIO Corp., Chicago (Zenith radio sets), has placed its business with J. Walter Thompson Co., Chicago. The Wincharger Division of the Zenith firm will continue to be handled by Hays MacFarland & Co., Chicago.

R. B. DAVIS Co., Hoboken, N. J. (O. K. baking powder), has appointed Charles W. Hoyt Co., New York, to handle this account. Richard Stanton is account executive. Participation in women's programs in 12 cities is now being used for the product.

LOVELY LADY Inc., Chicago, has named L. W. Ramsey Co., that city, as agency.

KFPY–Spokane
KGIR–Butte
KPFA–Helena
KRSC–Seattle
KXL–Portland
Five favorite stations available with a single contract.

San Francisco

Here's a Tall One

WHAT... the story of KSFO's new coverage? No, indeed... the tower (400 feet of it) of the new 100% high fidelity, distortionless Western Electric Transmitter of...

the "new" KSFO
SAN FRANCISCO

OVER salt water from the shore of San Francisco Bay, your program... local or Columbia... sounds like a million and reaches nearly two million throughout Northern California.

KSFO
Russ Bldg., San Francisco
Philip G. Lasky, Gen'l Mgr.
Representatives:
JOHN BLAIR & CO

COLUMBIA BROADCASTING SYSTEM

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

SOLD OUT: Aside from a few spots on participating program the S. R. O. sign is our for WGES, WSBC and WCBD for the time being. Sustaining public service time, allotted for each station, cannot be purchased—and we mean it.

* * * *

MAIL: Most appreciated letter in the mailbag in recent weeks—a note of thanks from a shut-in for a wheel chair obtained through WGES.

* * * *

HERE'S WHY: Some several wrote us asking why we condemned the "midget" radio receiver. Need we say, it doesn't give radio a fair break, results in distortion, fails to properly separate stations, etc., etc.

* * * *

BUSY: Dick Kross, our public relations manager, is bringing radio right into the heart of many Chicago luncheon clubs—latest organizations: Chicago Traffic Club and Standard Club. Dick was honored recently as publicity chairman of "Historic Chicago Week."

* * * *

FEUDS: There's the hurt feelings of some radio stations whose call letters are left off the automatic tuning dials of new receiving sets. They threaten revenge by "plugging" the sets that DO list the particular stations.

* * * *

WELCOME: It's unusual that bags of mail greet a performer BEFORE he goes on a station. Yet nearly three thousand letters were waiting at the WCBD mike when Karl Berg (ex-WCFL) joined the WCBD announcing staff recently.

* * * *

MUCH HELP: A certain agency radio exec gets the "enviable" credit for the recent statement by him (enjoyed much by the press) that radio is the biggest gamble in the show business. It hasn't worked out that way for our advertisers—because they've been smart enough to TEST stuff before they spent a bankroll on a mere guess. Maybe this fellow needs some of that sort of merchandising experience.

* * * *

AMERICANIZATION: With the consent and approval of the U. S. Department of Labor, the Chicago district director of naturalization, Fred Schlotfeldt is conducting a series of talks over WGES on "How To Become An American Citizen."

* * * *

AUDIENCE: The program mentioned above is the exclusive one of its kind for 200,000 aliens in Chicago. Read that over again please!

Gene T. Dyer

Agencies

F. B. DYCK HOFF, business manager of the radio department, Compton Adv. Inc., New York, resigned Oct. 15 to join American Tobacco Co., New York. He is replaced by Lee Graves, formerly manager of the Chicago office, who is succeeded by Claude Morris, of the New York office. Betty Howard, in charge of talent and casting, resigned to join Pedlar & Ryan Inc. Miss Howard is succeeded by Florence Sperl, formerly secretary to John McMillan, head of the radio department.

DOROTHY BARSTOW, McCann-Erickson Inc., New York, producer, is in Hollywood supervising production of the new CBS half-hour dramatic series, *Doctor Christian*, which starts Nov. 7 under sponsorship of Chesebrough Mfg. Co. (Vaseline products). Series will feature Jean Hersholt, motion picture actor.

ROBERT BREWSTER, producer, and Ed Rice, script writer, have been transferred from J. Walter Thompson Co. New York production staff to Hollywood and assigned to the weekly NBC *Baker's Broadcast*, sponsored by Standard Brands Inc. Brewster succeeds Ed. Gardner who resigned from J. Walter Thompson Co. Hollywood staff to become assistant to Bill Bacher, MGM radio production head. Rice is collaborating with Lynn MacManus and Kirtley Baskette, writers on the *Baker's Broadcast*.

ASHMEAD SCOTT, CBS Hollywood writer-producer, has been appointed assistant to Savington Crampton, West Coast radio manager of William Esty & Co. Inc., that city, succeeding George Corey, who resigned to go to Detroit to assist in the production of his two stage plays, "595 FOB", scheduled to open in that city shortly, and "The Valley", which is being readied for a Broadway showing.

HERSCHEL V. WILLIAMS Jr., former head of Benton & Bowles' Hollywood office, who was recently transferred to New York, has resigned to join Ruthrauff & Ryan Inc., New York.

ARTHUR TRASK of the radio department of Ruthrauff & Ryan Inc., Chicago, has resumed his series of *Book Chats* over WAAF, Chicago.

BERT S. GITTENS, Advertising, Milwaukee agency, has moved to new quarters at 739 N. Broadway.

MARGARET WYLIE, associated with Helen Edwards & Staff, Los Angeles personnel agency, has formed her own personnel agency in the William Fox Bldg., Los Angeles. Associated with her is Lisa Raadlund, formerly identified with advertising agency, radio and motion picture work. The agency will handle all classifications of personnel, specializing, however, in radio and advertising agency fields.

Agency Promotes Ring

Mr. Ring

KENNETH C. RING, radio director of the George H. Hartman Co., Chicago, since 1934, has been elected vice-president, Mr. Hartman, head of the agency, announced Oct. 16 following a meeting of the board of directors. Among accounts handled by Mr. Ring is the Chocolate Products Co., Chicago (Stillicious), which started three weekly quarter-hour transcriptions, *Buddy & Ginger*, on WGN, Chicago, Oct. 18. Two other stations, WTCN, Minneapolis, and KDAL, Duluth, started the program thrice weekly Sept. 18. John T. Holloway, formerly of the Quaker Oats Co., Chicago, has joined the agency as account executive. Tom Kivlan is radio director.

COY WILLIAMS, formerly sports editor of the *Los Angeles Examiner*, has joined the exploitation staff of Radio Features Service Inc., Hollywood. He succeeds Roger Doulens, transferred to Chicago as head of the firm's offices there.

WILLIAM SHIFFRIN, head of the story department, has taken on the additional duties of radio director of Hawks-Volck Corp., Beverly Hills, Cal., talent agency, succeeding George Rosenburg, resigned.

JAY CLARK has been transferred from Lennen & Mitchell Inc., New York production staff, to Hollywood as assistant to Mann Holiner, West Coast radio manager.

BERTA HENDRICKS, head of the publicity department at Blackett-Sample-Hummert Inc., Chicago, has been promoted to the radio department. Louise Rouff has succeeded Miss Hendricks.

J. P. van HORN has been appointed production manager and space buyer of James R. Lunke & Associates, Chicago. Mr. van Horn conducted his own agency in St. Louis and more recently has been with the *St. Louis Globe Democrat*.

Old Gold Returning

P. LORILLARD Co., New York (Old Gold cigarettes), will launch a 26-week Hollywood commentary series over CBS starting Nov. 16. The program, to be broadcast Tuesdays and Thursdays, 8:15-8:30 p. m. (EST), with a West Coast rebroadcast, will feature George McCall who has been heard with Louella Parsons on *Hollywood Hotel*. Series will be produced from Hollywood. Lennen & Mitchell Inc., New York, is agency.

Agencies in Hollywood Planning Association to Combat Talent Combines

A MOVEMENT is under way among Hollywood radio producing agencies to set up a central organization to encompass the adaptable elements of the Will Hays' office and Academy of Motion Picture Arts and Sciences. It is planned to establish a code of ethics and trade policies in dealing with talent factors involved in the production of radio programs.

Leaders of the movement, who refuse to be quoted, point out that with actors, writers, directors and talent representatives organized, Hollywood advertising agencies which are unorganized are completely at the mercy of these regimented forces. Agency executives express the feeling that with an organized and established viewpoint and mode of procedure they would be in a position to eliminate numerous difficulties which now hamper them in the production of radio entertainment.

Radio agency personnel and production have mushroomed to amazing proportions in Hollywood during the past year and will continue to increase. Instigators of the organization movement feel that the stability of radio production in Hollywood and its institution on a basis of permanency, requires the creation of a mutual protective and promotional organization comparable to the efficiency of its resources.

Pumpian Promoted

NATHANIEL H. PUMPIAN, director of media of Henri, Hurst & McDonald Inc., Chicago, since 1928 has been appointed radio director of that agency, according to an announcement Oct. 22 by H. M. Dancer, general manager of the company. He succeeds Edward H. Weiss who resigned as vice-president and radio director [BROADCASTING, Oct. 15] to form a new agency, McDougall & Weiss. Mr. Pumpian joined the research department of Henri, Hurst & McDonald Inc., in 1923 upon graduation from the College of Business Administration of the University of Chicago. After five years he was promoted to media director and took part in the agency's first major radio promotion—that of placing Paul Whiteman's orchestra over a coast-to-coast network for 50 weeks for Allied Quality Paint. Mr. Pumpian will continue his duties as director of media.

WHK-WCLE, Cleveland, are enlarging their educational program series by cooperating with Ohio U station, WOSU. The fire, police and health departments of Cleveland are also presenting weekly programs.

HOWARD H. WILSON, CO.
Radio Station Representatives
CHICAGO — 75 EAST WACKER DR. CENTRAL 8744
NEW YORK — 551 FIFTH AVENUE MURRAY HILL 6-1230
KANSAS CITY — 1002 WALNUT ST. GRAND 0810
NATIONAL SERVICE TO STATION AND ADVERTISER

KFRU
●
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri
●

Standardized Plan For Rate Cards in Canada Proposed

N. P. Colwell Says It Would Simplify Dominion Buying

By JAMES MONTAGNES

A PROPOSED schedule of standardized rates has been sent to all broadcasting stations in the Dominion by the Canadian Association of Broadcasters. It is intended to simplify cost estimates by advertisers desiring to use time on any group of Canadian stations, which now vary so widely that it takes many hours of work to give an advertiser the cost of his time on a Canadian network. The schedule and analysis are the work of N. P. Colwell, Canadian manager of Joseph Hershey McGillvra.

The schedule was recommended to the Canadian broadcasters by the Fact Finding Committee of the CAB, and will be discussed at the annual CAB meeting in Ottawa in January. It is pointed out that in the United States similar chaotic conditions prevail, and still do among certain groups of stations. With Canada having a smaller number of stations, all of which can readily be contacted, it is possible for the Canadian broadcasters to put this rate standardization in force among all stations, enabling an advertiser in the United States to obtain a quotation for the entire Dominion as easily as he can now for the major chains in the United States.

Rates Vary Widely

The analysis made by Mr. Colwell from the rate cards of 67 Canadian stations, show that for half-hour evening rates 17 different proportions of the hourly rate were quoted, varying from 50% to 66.7%. For quarter-hour evening rates there were 21 different proportions, from 25% to 40% of the hourly rate. Five-minute evening rates were not quoted on 17 rate cards, and the remaining 51 cards showed 18 different proportions, varying from 12.5% to 25% of the hourly rate. One-minute evening rates were not quoted on 11 rate cards, and varied to 25 different proportions on the remaining 57 cards, with a rate from 6.7% to 15% of the hourly rate.

Mr. Colwell after making a survey for the Canadian broadcasters of rate proportions on American stations, recommends that Canadian broadcasters adopt a schedule as follows: One hour 100%; three-quarters 80%; half-hour 60%; quarter-hour 40%; ten minutes 32.5%; five minutes 25%; one minute 15%.

The high rate for one-minute announcements is given "due to the scarcity of (such) periods in most cities, due to the new (CBC) regulations, and this increase would tend to keep these announcements to quality accounts."

Mr. Colwell suggested a table of discounts to start at 26 times, and to range from 5% for 26 to 51 times, to 20% for 200 times or over. He suggested making discounts only for periods from 15 minutes up. He urged the CAB to make variations to the schedules he has drawn up, if they do not fit into the broadcasters' picture, but he recommended:

"1. That a standard set of percentages of the hour rate be adopted by *all* the stations in the Association.

"2. That a standard set of discounts be adopted by *all* the stations in the Association.

"3. That, to obtain maximum publicity from both Canadian and American trade publications, and to avoid delay in getting the simplification of time buying under way, a date be set at which time all station rate cards will conform to the standards set by the Association.

"Such a forward step as this will do more for spot radio in Canada than almost any other. Once and for all, it will demonstrate that Canadian stations are fully as progressive as their American associates, if not a little more so. It will do much to establish Canadian spot broadcasting as an advertising medium which its American counterpart would do well to imitate. It will give to itself the prestige it rightfully deserves among advertising media."

CBC Board to Discuss Commercials on Sabbath

STATUS of Sunday commercials will be considered by the board of governors of the Canadian Broadcasting Corp. at its meeting in Ottawa Nov. 16. According to Gladstone Murray, general manager of CBC, religious organizations have asked that Sunday commercial programs and sports broadcasts be deleted. Mr. Murray has removed sportcasts from the CBC Sunday schedules and has ruled against too much light music on Sunday CBC programs.

Privately-owned stations are withstanding any strict rule that would ban commercials on Sunday, arguing that it would force them off the air for all or part of that day. A ban is considered unlikely, for CBC has important Sunday commercials from the United States and is anxious to acquire more more commercial programs to maintain its new 50,000 kc. stations. When the five new stations are completed, $900,000 a year more than CBC now obtains from license fees and advertising will be required to keep them operating. Limited periods for advertising and sportcasts on Sundays may be set aside, but a ban is not expected.

Reps

APPOINTMENT of Free & Peters as its national representatives was announced Oct. 25 by WCKY, Cincinnati. The arrangement was made by L. B. Wilson, president of the station, with James L. Free, head of the representation firm. WCKY is one of the last of the national market network affiliated stations to name a national representative.

JAMES BINGHAM, for the past year with the Chicago staff of Howard H. Wilson Co., has been transferred to the New York office of the same firm.

CARLETON E. COVENY, Los Angeles manager of John Blair & Co., station representatives, is the father of a baby boy born Oct. 13.

KMPC, Beverly Hills, Cal., has appointed Howard H. Wilson Co. as national representative.

STUART EGGLESTON, formerly western manager of CBS in Chicago, has returned to that city to head the sales office of WFIL, Philadelphia, with temporary quarters at his home, 201 E. Delaware Place, until a permanent office is established about the middle of November.

THE McClatchy west coast sales office has just been appointed sales representatives of KTMS. Santa Barbara, scheduled to be dedicated Oct. 31. Norman McLaughlin is manager of the station. He was formerly manager of the McClatchy station, KERN, Bakersfield, Cal.

WHBF, Rock Island, Ill., after Nov. 10 will be represented by Gene Fergason & Co.

PROCTER & GAMBLE Co., Cincinnati, for Crisco, will start Nov. 8 a program of Transradio News, presented by Dave Driscoll, on WOR, Newark, three afternoons weekly, placed by Compton Adv. Inc., New York.

Spencer Heads Office

F. EDWARD SPENCER Jr., formerly in charge of NBC spot sales and since July 1 vice-president and general manager of Craig & Hollingbery, New York station representatives, assumed complete charge of the New York office of the firm Oct. 15. Mrs. Jennie Craig, widow of Norman Craig, will remain with the organization as a controlling stockholder and officer. No change in the present staff has been announced. Mr. Spencer, whose radio background includes nearly 10 years of station management, representation and sales, reports that the firm has enjoyed the most successful fall business since its incorporation.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Covers the
Islands
like the
waters
cover the sea.

◆

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

FOR COVERAGE OF NORTHWESTERN
OHIO AND SOUTHERN MICHIGAN

USE
WSPD
Toledo

AN NBC BASIC BLUE OUTLET

Toledo Ohio WSPD Toledo Ohio

John Blair & Co., *National Representatives*

KRLD *Crime Reporter*

ADVERTISING the Servel Sales Inc. Electrolux refrigerator, the *Crime Reporter* series of dramatic radio presentations has been renewed for 13 more weeks, following the recent completion of a 26-week contract over KRLD, Dallas, Monday evenings. The program is produced and directed by D. Switzer McCrary, formerly on the faculty at Southern Methodist University and now head of the faculty at the Southwestern School of Radio Broadcasting, Dallas. The series is under combined sponsorship of the Lone Star Gas Co. and the West and East Texas distributors of the refrigerators in Fort Worth and Dallas, respectively. Agency is Brennan Brown & Co. Inc., Dallas.

IN
MINNEAPOLIS
& ST. PAUL
W
T
C
N
HAS MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR STATIONS COMBINED.
WTCN
NBC BLUE NETWORK STATION
Owned and Operated By
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH – PIONEER PRESS
Wesley Temple Bldg.. Minneapolis
FREE & PETERS, Inc. National Representatives

NAB Disc Sales Drive Is Started in the East

A CONCERTED effort to sell the NAB public domain transcription library to broadcasting stations to make it pay its own way has been launched under the direction of NAB Managing Director James W. Baldwin. Edward J. Fitzgerald, head of NAB copyright activities who handled clearance of the public domain titles and the recording of the 20 hours already on discs, left Washington Oct. 25 for a month's trip in areas contiguous to Washington. He plans to visit Virginia, North Carolina, West Virginia, Maryland and possibly Pennsylvania on the first swing.

Mr. Baldwin also plans to send a sample of the transcribed public domain works to every station in the country in the near future. Some 60 stations have subscribed for the service since the NAB held its last regular convention in Chicago in June. The new effort is in accord with action taken at the NAB special convention held in New York Oct. 12-13, at which time it was decided that the NAB Bureau of Copyrights should function as a separate entity.

Axton-Fisher Adds

AXTON-FISHER TOBACCO Co., Louisville, Ky. (Twenty Grand, Zephyr cigarettes), has contracted for participation in *Make-Believe Ballroom*, program on WNEW, New York, heard Mondays through Saturdays. For Twenty Grands the program starts Nov. 15, to run 52 weeks, and Zephyrs will start March 28, 1938, to run 33 weeks. This is in addition to the company's sponsorship of the American Legion boxing bouts on KFWB, Hollywood. On Nov. 8 Gruen Watch Co., Cincinnati, will also become one of the participating sponsors of the program. Agency for both accounts is McCann-Erickson Inc., New York.

Chef Boiardi to Add

CHEF BOIARDI FOOD PRODUCTS Co., Cleveland (Spaghetti dinner), participating in the First National Stores program on the Yankee network five days weekly for the past four months, will start adding other stations after the first of the year. Leroy A. Kling, vice-president and general manager of the Frank Presbey Co., Chicago, agency handling the account, would not reveal the stations or type of program.

K ★ M ★ P ★ C
"The Station of the Stars"
Beverly Hills, Calif.
Announces the appointment of
HOWARD H. WILSON CO.
as Station Representative
G. A. RICHARDS *President* ★ KMPC ★ LEO B. TYSON *Vice-Pres. - Gen. Mgr.*
BEST "SPOT" ON PACIFIC COAST

TRANSCRIPTIONS

NEW TYPE of sound effects reproducer has been announced by Technisonic Recording Laboratories, 818 Kingshighway, St. Louis, of which J. M. Althouse is president and Lewis W. Sieck is chief engineer. The reproducer is said to permit individual control of six different sounds reproduced simultaneously, voice or additional sound pickup, high-fidelity amplifiers, mobility, preselection of effects desired and to prevent catacoustical vibrations.

ALL-CANADA Radio Facilities Ltd., Toronto, has acquired exclusive Canadian rights to the Du Maurier dramatic transcriptions manufactured by Du Maurier Productions, Sydney, Australia. The productions have been used on 41 Australian stations and include *Cavalcade of Kings, Heroes of Civilization, Torchbearers of History.*

NILSEN'S Broadcasting Service, Melbourne, has secured the complete Australian rights to the *Speed Gibson* transcription serial from National Radio Advertising Agency Inc., Hollywood. The children's adventure serial is being sponsored in the United States by Quality Bakers of America and several independent concerns. United Broadcast Sales Ltd., Calgary, Alberta, has been appointed exclusive representative for the serial in western Canada.

GRACE GIBSON, head of the transcription department of 2GB, Sydney, Australia, and manager of American Radio Transcription Agencies, that city, who is now in the United States on vacation, will go to England before returning home. Before going to Australia three years ago, she was associated with Freeman Lang Sound Studios, Hollywood, and is well known on the West Coast.

MAX SWOBODA has joined Columbia Transcription Service, Chicago, as assistant technician. He was formerly with Radio Products Inc., the Wicker-Royston Recording Co., and the Rauland Co., all in Chicago.

FELIX A. MULGREW, formerly special assistant to the U. S. District Attorney for the Southern District of New York, has joined the sales staff of Grombach Productions Inc., New York.

FRANK R. McDONNELL has been appointed sales manager of Advertisers' Recording Service Inc., New York. He had formerly been with WHN and WINS, New York.

R. U. McINTOSH & Associates Inc., Hollywood transcription and production concern, has moved to larger offices at 5658 Wilshire Blvd.

FRED C. MERTENS, president of Mertens & Price Inc., is taking a tour of the East.

RICHARD L. HIXSON, new to radio, has been added to the transcription department of KHJ, Los Angeles, as assistant to Robert Wheeler.

WPAR, Parkersburg, W. Va., and WOMI, Owensboro, Ky., have subscribed for NBC's *Thesaurus* service.

RECORDING news events with portable equipment on acetate transcriptions is a new service offered by Radio-Rundfunk Corp., New York, specializing in foreign language programs. News happenings, recorded as they occur, are edited and rebroadcast whenever convenient.

WRDW, Augusta, Ga., dedicated its new transmitter and celebrated its affiliation with CBS Oct. 31 after being host to friends and business associates at a dinner held in the Richmond Hotel.

Four Firms Using WOR Disc Plant

Pressings of Studio Programs Sent to Other Stations

FOUR sponsors whose programs are broadcast on WOR, Newark, are using that station's recording laboratory to record the broadcasts for rebroadcasting on other stations.

Fels & Co., Philadelphia, whose three-a-week *Tom, Dick & Harry* programs come to WOR from WGN, Chicago, via MBS lines, uses WOR recordings on KOMO, Seattle; KGW, Portland, Ore.; KHQ, Spokane, and WCSH, Portland, Me. Young & Rubicam Inc., New York, is the agency.

Hecker Products Corp., New York (Gold Dust, Silver Dust), sends pressings of its *Beatrice Fairfax* programs, fed from WOR to Mutual Network, to WFAA, Dallas; KPRC, Houston; WOAI, San Antonio; WTIC, Hartford; WTAG, Worcester; WNAC, Boston, and WEAN, Providence. Agency is BBDO, New York.

Recordings of *The Shadow*, Sunday afternoon series on WOR are sent to WESG, Elmira; WGY, Schenectady; WSYR, Syracuse; WHP, Atlantic City, and WCSH, Portland, Me. This series is sponsored by Delaware, Lackawanna & Western Coal Co., New York, for its Blue Coal, and is placed through Ruthrauff & Ryan Inc., New York.

An announcement series for Beecham's Pills Inc., New York, placed by Atherton & Currier Inc., New York, is also recorded at WOR for rebroadcast by WOKO, Albany; WHP, Harrisburg, and WPRO, Providence. Copies of these discs are also sent to England, WOR's long distance record to date.

The recording laboratory, which operates under the direction of Ray Lyon, research engineer, is being used to record programs for agency filing purposes and to provide a library of auditioned programs available for sponsorship. The laboratory has also been extensively used by WOR as an aid in rebroadcasting important spot news events occurring at times when a large part of the listening audience could not tune in. Presidential speeches, horse and boat races, the coronation of King George VI and the abdication speech of King Edward VIII are included in the programs repeated via transcription on WOR for the benefit of workers who could not hear these daytime events at the time of their broadcast.

RADIO
NEA
News Features
Available to only one radio station in each city
Details on Request
Represented exclusively by
Stephen Slesinger, Inc.
250 Park Avenue New York

Mortimer Watters Named West Virginia Net Head; Ferguson Is Promoted

WITH his headquarters moved to Clarksburg, W. Va., Mortimer C. Watters, station director of WCHS, Charleston, W. Va., on Nov. 15 assumes the newly-created post of managing - director of the West Virginia Network, comprising, in addition to WCHS, stations WBLK, Clarksburg, and WPAR, Parkersburg. The promotion was announced Oct. 27 by John A. Kennedy, president and general manager of the network and its three stations. At the same time Mr. Kennedy announced the promotion of E. B. (Gene) Ferguson, for the last seven years an announcer, producer and salesman at WCHS, as local commercial manager.

Mr. Watters

Mr. Watters' position as director of WCHS will not be filled, Mr. Kennedy said, as he will continue to be active in the operation of that station. Mr. Watters, 28, is one of the youngest major executives in radio. He started six years ago as radio director of the Lewis Edwin Ryan agency, Washington, shortly after being graduated from Georgetown. He was with the agency two years before becoming commercial manager of WHEC, Rochester, resigning to join WCHS.

Mr. Ferguson is best known nationally for his highly successful *Old Farm Hour*, a program of his conception, operating under his direction with himself as the leading character "Grandpappy Jones." The *Old Farm Hour* is co-sponsored on the air by eight regular Charleston firms, with a waiting list of many more. It plays to regular "paying" audiences each Friday night of an average of 2,000, with as many as 3,655 paid admissions one night and 2,000 turned away.

WABC Takes Discs

WABC, New York key station of CBS, has announced to agencies its offer of time from 6:30 to 9 a.m. for use of transcriptions, which it has not allowed since CBS reached network status. The WABC day will in the future start at 6:30 a.m. instead of 7:30 a.m., and Phil Cook's *Morning Almanac* has been moved back to the 7-8 spot, leaving the hour from 8 to 9 free. In this connection, representatives of NBC told BROADCASTING that it has been considering a similar move for several weeks, but no decision has been reached as yet.

Townsend In Indiana

THE Townsend National Weekly, Chicago, started weekly quarter-hour transcriptions on five Indiana stations Oct. 31 and Nov. 1 with five unselected stations in Illinois scheduled to start the series either Nov. 7 or 14. Indiana stations are WGL, WKBY, WFAM, WLBC and WBOW. D'Arcy Laboratories, Chicago cut the discs, placed direct.

RUMFORD Chemical Works, Providence, R. I. (Rumford baking powder), has renewed contracts for its series of one-minute dramatized spot announcements which are currently heard on about 13 stations, most of them in the South. Agency is Atherton & Currier Inc., New York.

New York U Poll

RADIO poll taken by *Varieties*, publication of New York University, in which 3,376 students voted, showed the following results: Comedian: (1) Jack Benny, (2) Fred Allen; singer: (1) Bing Crosby, (2) Kenny Baker; announcer: (1) Harry Von Zell, (2) Martin Block; band leader: (1) Mark Warnow, (2) Horace Heidt, (3) Benny Goodman; children's program: (1) *Funny Things*, (2) *Uncle Don*; actor: (1) Don Ameche, (2) Edward Robinson; actress: (1) Helen Hayes, (2) Claudette Colbert; script writer: (1) Harry Conn, (2) Fred Allen, (3) Jack Benny.

Flex-O-Glass Places

FLEX-O-GLASS MFG. Co., Chicago, started programs and announcements on 14 stations Oct. 4. Quarter-hour shows broadcast from three to six times weekly were started on WLS, WCCO, KMOX, WLW and WHO. Five-minute programs thrice weekly are being used on WJR, KFEQ, KWTO and KFYR. Twelve announcements weekly are being used on WIBW and KMMJ with six announcements weekly on WNAX, KMA and KFNF. Presba, Fellers & Presba Inc., Chicago is the agency.

Varady Adds Spots

VARADY OF VIENNA, Chicago (face powder), currently sponsoring Ted Weems and his orchestra over 10 Mutual stations, will go off the air Dec. 6 to return the last Sunday in January when the program will continue until the middle of June. Program will be broadcast over the same stations at the same time—12:30 p. m. (CST). One-minute dramatized announcements, cut by RCA, Chicago, are being broadcast two and three times daily over four stations. Baggaley, Horton & Hoyt Inc., Chicago, is the agency.

Marrow to Change

J. W. MARROW Co., Chicago (Mar-O-Oil Shampoo), currently sponsoring Henry Busse's orchestra over a NBC-Red eastern network, will go off the air Nov. 28 to return Jan. 15 on 27 stations coast-to-coast. Program, now heard at 10:45-11 a. m. (CST), will be heard at 1:15 p. m. The firm's program on the NBC-Red network on the West Coast will also go off to make way for the expanded show. Baggaley, Horton & Hoyt Inc., Chicago.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

●

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

USE THE NEW POSTAL TELEGRAPH
NIGHT LETTER SERVICE

Make it part of your regular correspondence routine... use it for overnight speed... for dependability... for ECONOMY!

AMAZING SAVINGS RANGE ALL THE WAY FROM 20% TO 75% AND BEYOND...DEPENDING UPON LENGTH OF MESSAGE

NO WONDER that business houses everywhere are switching to fast, dependable overnight communication that is available at amazingly low costs through the new Postal Telegraph Night Letter Service. Never before in all telegraph history have such staggering economies been possible.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents . . . two cents a word!

Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Call Postal Telegraph for further information.

Postal Telegraph
Commercial Cables
All America Cables
Mackay Radio

***NOTE:** *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

Quaker Oats Spots

QUAKER OATS Co., Chicago (cereal), has started minute participations on WTAM and WXYZ and three-minute participations on KDKA on home economics programs five times weekly. According to Lord & Thomas, Chicago, agency handling the account, no additions are contemplated at this time.

New R. G. Dun Series

DEISEL-WEMMER-GILBERT Corp., Detroit (R. G. Dun cigars), has started a half-hour program *News Comes to Life*, on WJR, Detroit, and WGAR, Cleveland. Big news of the week is dramatized. Account is placed for 13 weeks, with Brace-Beemer Inc., Detroit. as agency.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

FCC Charting Reorganization Plans

(*Continued from page 12*)

ing Association, which had filed applications for new 100-watters at Provo and Logan, Utah, and which was the only one of the cases cited which actually went to hearing. At the hearing it was fully disclosed, the respondents contended, that Intermountain Broadcasting Corp., operating KDYL, Salt Lake City, was the stockholder, and an appeal now is pending from the FCC decision denying the applications after an examiner had recommended that one of them be granted.

The cases cited involving individuals were those of Richard Casto, for a new station at Johnson City, Tenn., and of Geraldine Alberghane for a new station in Pawtucket, R. I. The respondents disclaimed that they had ever represented the latter applicant, a young woman residing in Boston, who is the niece of W. Paul Oury, former general manager of WPRO, Providence. In the Casto case, there was involved a charge that Mr. Smith improperly had interpolated signed copies of depositions in the FCC file, supplementing unsigned copies of the same depositions.

The question of Casto's financial responsibility, raised by the Payne inquiry, was answered when Zenda Casto, sister of the applicant, testified, when called to the stand by Mr. Kaufman, she had given him $25,000 for the purpose of financing the station if the FCC approved the application. Bank books were produced in evidence to substantiate that fact.

In the testimony on Casto, it was developed that Mr. Smith had added the depositions to the file with the permission of the docket clerk of the FCC, who had made the suggestion. Moreover, a question from the bench by Commissioner Case elicited the information that three other attorneys were in the docket clerk's office at the time the incident occurred, were cognizant of it, and apparently did not regard it as an act that even warranted notice.

Throughout the eight days of hearing, the six commissioners sitting were on the qui vive. The procedure, while more liberal than is customary in the courts, nevertheless was far more judicial than any other proceeding before the FCC or its predecessor Radio Commission. Rulings on all objections were prompt and clear. Chairman McNinch frequently consulted with his colleagues on such rulings, and not a single objection was left for a "reserved ruling" as is customary in regular hearings beore examiners.

Disqualification Move

All of the hearings were held in a hearing room in the ICC Bldg., adjacent to the Postoffice Bldg. in which the FCC offices are located. Immediately following Chairman McNinch's exposition of the issues and a detailed statement of the procedure to be followed, the Payne disqualification arose. Mr. Koenigsberger inquired whether it was the intention of Commissioner Payne, who was present, to sit, and the Commissioner replied that it was. He then "suggested" that the Commissioner withdraw without a motion and disqualify himself.

Obviously prepared for the move, the member under fire read from a written statement, after Chairman McNinch had observed that the suggestion "is addressed first to the conscience of the member of the Commission who is charged with bias, or who is challenged." Mr. Payne stood his ground by citing a "well-established principle of common law," etc.

It was then that counsel for the respondents presented a formal printed affidavit published elsewhere in this issue, which was the basis of the disqualification by the 5 to 0 vote. After reading of the affidavit, the chairman observed that the motion was still addressed to the individual commissioner and that opportunity would be given for its amendment as a formal motion addressed to the Commission. Special Counsel Kaufman objected to the whole move on the ground that there was no statutory basis for it and no advance notice to the FCC, but the chairman ruled that the FCC was not proceeding under a statute requiring such notice.

A recess was taken, and when the afternoon session began, counsel for the attorneys presented the formal motion, which was accepted by Mr. McNinch with the statement it would be "entertained". Further argument was presented in its support. Asked by Chairman McNinch whether he desired to file any motion or answer in his own behalf or if he wished to be represented before his colleagues on the motion to disqualify, Mr. Payne replied he had "no such desire".

The Chairman then asked General Counsel Gary whether he had any advice or counsel to give the Commission on the motion and he replied in the negative. Later when the Commissioner under attack said he would be glad to offer any testimony or denial of the allegations under oath to the six commissioners, Mr. Koenigsberger declared he felt that counsel for Messrs. Segal and Smith should have the right of cross-examination. Chairman McNinch said he would have to recognize that right.

Chairman's Ruling

With those preliminaries concluded, the Commission recessed and went into executive session. Nearly two hours later they filed back into the room. Commissioner Payne was not present. Chairman McNinch then delivered his ruling. The Commission first considered

(*Continued on page 65*)

THE FORT WORTH MARKET
Comprising the 21 Counties
Within a 50-Mile Radius of Fort Worth
POPULATION 1,061,751
NUMBER OF RADIO HOMES 184,230
NUMBER OF RETAIL STORES . 14,122
ANNUAL RETAIL SALES . . . $322,000,000.00
KTAT's Primary Coverage Fits
This Rich Market Like a Glove!
Write for FREE Market Data
Booklet on your Company Letterhead
Affiliated with the Mutual Broadcasting System
Get Your Share of this More than Three Hundred
Million Dollar Market with Advertising over . . .
TARRANT
BROADCASTING CO.
Studios and Offices in the
Hotel Texas
FORT WORTH, TEXAS
Raymond E. Buck, *President*
Sam H. Bennett, *Gen. Mgr.*
1000 Watts—Full Time
Radio Station
KTAT
National Representatives:
FREE & PETERS, Inc.
New York San Francisco
Detroit Los Angeles
Chicago Atlanta

The folks in Savannah like our
WORLD BROADCASTING TRANSCRIPTION SERVICE
•
Why not build your "Spot" around this preference.
WTOC
SAVANNAH, GA.
1260 Kc. •
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

America's BEST
FOREIGN
LANGUAGE STATION

A NEW APPROACH TO THE NEW YORK MARKET
WBNX

WBNX NEW YORK
1000 WATTS DAY AND NIGHT

Studio Notes

COOPERATING with the N. C. State Employment Service in making an unemployment survey in the city of Raleigh, WPTF set aside three periods weekly during the census-taking to interview job-applicants, asking that interested employers who were listening in contact the employment office to place the work-seekers. All applicants were given identifying numbers on the air and no names were revealed, the station fearing that some might be embarrassed.

WITH THE installation of its new RCA reproduction and recording equipment WOV-WBIL, New York, is planning the preparation of an audition library for the convenience of prospective sponsors.

WHIP, Hammond, Ind., started Charles Copeland Smith's *Questions & Answers* program Oct. 25. Mr. Smith formerly conducted his program over WMAQ, Chicago. He has also been with WCFL, Chicago.

EVERY high school within a 40-mile radius is scheduled to appear in a weekly series of spelling bees on KYOS, Merced, Cal. The series is to be continued for thirteen weeks and each week pen and pencil sets will be awarded the best individual spellers. Wrist watches will be awarded the best spellers at the end of the series and a three-year silver trophy will be presented the winning school.

KYA, San Francisco, recently inaugurated a *Traffic School of the Air* program under the auspices of the Traffic Bureau of the Oakland Police Department.

REV. FATHER VALERIAN KARCH has been appointed director in charge of all foreign language programs on WHIP, Hammond, Ind. Father Karch has planned a group of broadcasts covering various phases of religious, sociological and economic problems for the foreign language groups of the Hammond-Calumet industrial area.

A SERIES of 10 short dramas titled *Triumph of a City*, specially recorded by WBS and each telling a story of the administration's record, has been used over WFBL and WSYR in Syracuse by local politicians as part of their November election campaign. Each 10-minute disk is supplemented by a three-minute speaker.

WEBC

Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR

●

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

High School Staff

LAKEWOOD High School Radio Workshop, first of several to be established by WHK-WCLE, Cleveland, has been organized into a regular station staff. Larry Roller, director of public events at WHK-WCLE and in charge of the workshops, has named a program director, production manager, publicity director and continuity chief. The class meets weekly and uses as its text book *Behind the Microphone*, written by H. K. Carpenter, general manager of WHK-WCLE.

KYOS, Merced, Cal., staff with the cooperation of telephone company employes installed lines and equipment in 15 minutes in a hotel and was rewarded by an unscheduled impromptu talk by Senator McAdoo.

NBC, San Francisco, has obtained exclusive rights to broadcast portions of a series of five operas being presented by the San Francisco Opera Co.

MUSIC Corp. of America recently opened offices in 111 Sutter Bldg., San Francisco.

WFIL, Philadelphia, sent Engineer Arnold Nygren 265 miles Oct. 29 to DuBois, Pa., where he handled a four-minute remote broadcast on Mutual of a talk on "National Safety" by Charles S. Hart, Grand Exalted Ruler of the Elks.

WIL, St. Louis, recently celebrated the 10th anniversary of its variety program sponsored by George L. Weber Jewelry Co., that city. The program is an evening spot featuring dance music with 75% of the copy institutional.

CHILDREN in schools for the blind for the third consecutive year will be able to obtain in braille the four student notebooks used with the weekly NBC *Music Appreciation Hour* programs.

KFXD, Nampa, Ida., is constructing a $10,000 studio and office building consisting of three studios, four offices and a new control room equipped with Western Electric apparatus throughout. Modernistic in design, the building is of white glazed brick and is air conditioned. KFXD expects to move into the new building Jan. 1.

ANNUAL series of broadcasts under the auspices of the New Jersey State Federation of Women's Clubs has resumed over WOR and is heard weekly from 11:30 to 11:45 a. m. on Wednesdays.

STANDARD BROADCASTING Co., operators of KFVD, Los Angeles, has bought the building at 338 South Western Ave., that city, and is remodeling it for studios and executive offices. It will be ready for occupancy Dec. 15, according to Frank Burke Jr., president and general manager. Present studios are located at 3443 Wilshire Blvd., Los Angeles.

TAXI drivers, filling station men and other guests who are in a position to know most about the causes of auto accidents are featured on *Fender Benders*, a Sunday afternoon program on WCCO, Minneapolis. This safety campaign conducted by WCCO and the *Minneapolis Star* will include talks by city officials and driving instructors.

WITH THE Chevrolet Dealers of Chicago already sponsoring the Chicago Cardinals professional football games over WIND, Gary, a second group of Chicago automobile dealers, the Oldsmobile Dealers of Chicago, began sponsorship of the other Windy City professional gridiron team, the Chicago Bears, on Oct. 24. The two Ralph Atlass stations have exclusive broadcasting privileges for the professional games, WIND and WJJD being the only two Chicago metropolitan stations carrying the games. Last year the Standard Oil Co. of Indiana sponsored the Bears football games over WGN with Chevrolet dealers airing the Card games over WIND. Campbell-Ewald Co., Chicago, placed the Chevrolet business while the Oldsmobile account was handled direct. Russ Hodges and Jimmy Dudley are broadcasting the games.

THEODORE DREISER, through his manager, William C. Lengle, has appointed Kass-Tohrner Inc., New York, to handle adaptation of his works for radio. William Watters of the latter office is now engaged in the preparation of *A Gallery of Women*, which will be offered as a group of half-hour shows. Kass-Tohrner reports that several sponsors have expressed interest in the series.

WFMD, Frederick, Md., has moved to its new studios which occupy the third floor of the local Seminary Bldg. and include a theatre studio.

WBBM, Chicago, has started *Pantry Party* featuring Eleanor Howe, editor of *What's New in Home Economics* and star of the CBS *Homemaker's Exchange*. Miss Howe answers telephonic inquiries on cooking subjects as they are received during her broadcasts and sends 3,000 recipe cards to listeners each week. Last winter 300,000 CBS listeners entered recipes in a contest conducted by her.

SOME 250 San Francisco announcers, producers, technicians and friends attended the annual NBC technicians dinner dance in the Gold ballroom of the Hotel Fairmont Oct. 9. Lloyd E. Yoder, NBC San Francisco manager, and Mrs. Yoder were guests of honor. Benny Walker, veteran NBC entertainer, was master of ceremonies.

TO PROMOTE the 1939 Golden Gate International Exposition, Radio Director Art Linkletter is supervising five radio programs a week over Bay district stations. This schedule will be gradually stepped up until the opening of the Exposition when 25 programs daily will be broadcast from the fair grounds. According to Mr. Linkletter several other broadcast programs are also using Exposition material as the occasion warrants.

WITHIN 30 minutes after an explosion had killed 32 miners at Mulga, Ala., WSGN, Birmingham, was on the air with a special broadcast from the scene of the disaster. Joe Ford, WSGN announcer, and James Evans, engineer of WSGN, were credited with the scoop.

TOMMY BARTLETT, CBS announcer in Chicago, went to St. Louis Oct. 12 to assist Dan Donaldson, KMOX announcer, on the first broadcast of *Meet the Missus*, program sponsored by Fitzpatrick Bros. The program is broadcast direct from the Food Craft Shop, St. Louis, and consists of interviews with ladies attending the luncheon. Bartlett originated the program at WBBM a year ago.

WHIO, Dayton, O., has developed a bonus scheme designed to stimulate interest in commercial announcements among the program and production personnel. Advertisers pay a service charge of 25 cents per announcement, 50 cents per five minutes and $1 for other time units in addition to regular rates. The money is divided between the program and production departments each Friday.

WLS, Chicago, is broadcasting a Saturday morning series called *High School Parade* featuring students from local high schools who dramatize their extra-curricular activities. Listeners are asked to vote on the best programs and at the end of the series six prizes will be awarded.

REMOTE studios were opened in Union City, Miss., last month by WTJS, Jackson, Miss., following the reopening of the Hassell Furniture Co. of that community. Its owner, J. A. Hassell, had been an enthusiastic radio advertiser and when he decided to come out of retirement insisted that WTJS establish in his city.

KCKN, Kansas City, Kan., has supplemented its two studios in the building of the *Kansas City Kansan* by converting the paper's exhibition hall into an auditorium studio for large cast presentations.

WJSV, Washington, celebrated its fifth anniversary Oct. 20 by reviewing its progress in service to the community and the development of many radio stars.

When you say—
"SELL!"
WSOC gives you a market of 638,470 people—owning 130,300 radios!

THEY'LL
BUY
if you'll make your offer over
WSOC
Charlotte, North Carolina

N
B
C
AFFILIATE

RADIO STATION **WFLA**
STUDIOS
TAMPA •
CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT

Little Knacks of Cookery
TUNE IN

STATIONS
ADVERTISERS
AGENCIES
!

An Inexpensive "Sure-Fire" Radio Premium for Homemakers

"Little Knacks of Cookery"
1938 Edition

Every woman wants one. Contains 186 valuable hints on cookery, comprising the experiences of thousands of housewives and edited by one of the world's foremost food experts. Priced as low as 3c, to include your advertising on outside front and back covers. Easy to mail; a gift that will be treasured.

Send for Samples and Prices to
ANTON PETERSON
173 W. Madison St.
CHICAGO, ILL.

We are about to release several other new items, all designed for radio premiums. Whatever your needs, get in touch with us.

XUM

Imperial Using Spots

IMPERIAL TOBACCO, Montreal, has started a Friday evening series titled *Canada 1937*, 10-10:45 p. m., on 35 stations of Canadian Broadcasting Corp. Each program of the series will include interviews with news commentators in Europe, a five-minute review of New York shows and a travelling reporter who will broadcast from a different Canadian city each week, discussing the district's contribution to the economic life of Canada and interviewing those who make the contribution possible. Whitehall Broadcasting Ltd., Montreal, is agency.

Stations broadcasting the series are CJCB CHNS CFCY CKCW CHSJ CFNB CHRC CFCF CBM CBO CFRC CRCT CKOC CFPL CFCO CBW CFCH CKGB CKJL CKSO CKPR CKY CKX CKBI CFQC CKCK CJCA CFAC CFCN CJOC CJAT CKOV CFJC CHWK CBR.

WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC 10,000 WATTS
★
affiliated
C.B.S.

KELD CELEBRATES—Manager F. E. Bolls of the El Dorado (Ark.) station cuts cake as he and staff wind up gala program Oct. 6 observing KELD's second birthday. Left to right: Mary Gideon, Chief Engineer Charles Mathis, Paul Thompson, Mel Cooper, Elizabeth Ann Reed, Rodney Smith, Mr. Bolls and Leon Sipes.

Continental News Test

CONTINENTAL BAKING Co., New York (Wonder bread, Hostess cake), is testing *Women in the News*, Transradio Press reports, on WHIO, Dayton, and WJSV, Washington, quarter-hour, Mondays through Fridays. Agency is Benton & Bowles Inc., New York, which places a similar program for Colgate on WOR, and a third for Standard Milling Co., New York (Hecker's flour), on WIBX.

● To 887,110 Radio Listeners in Primary Area.
● To 1,031,830 Radio Listeners in Secondary Area.
KFH
Means More Business
● To 100 Regular KFH Advertisers.
KFH CBS
WICHITA · KANSAS ·
National Representative EDWARD PETRY AND CO.

Durkee Oleo List

DURKEE FAMOUS FOODS Inc., (Chicago division), manufacturers of nut margarine, in addition to using 30 quarter-hour *Komedy Kingdom* transcriptions on 7 stations with others to be added, also is using 100-word announcements three to six times weekly on KGNC, KFYO, WOAI, WAVE, WWL, WKBZ and KMMJ. At WJDX, Jackson, Miss., a weekly quarter-hour disc *You Be the Judge* is being used. Following stations are carrying *Komedy Kingdom*: KMOX, KOA WDZ, WGBS, WGL, WSBT, and WOOD-WASH. Hollywood Transcription Co. of America cut the discs. C. Wendel Muench & Co., Chicago, handles the account.

Olson Rug Resumes

OLSON RUG Co., Chicago (Olson rugs), has started quarter-hour live talent programs on four stations. They are *Morning Minstrels* on WLS, Chicago, thrice weekly; *Grace & Eddie Albert*, Wednesday morning at 9:30 over WEAF, New York; thrice-weekly programs on *Morning Woman's Hour*, WNEW New York; and thrice-weekly morning programs on WJR, Detroit. Agency is Presba, Fellers & Presba Inc., Chicago.

The Largest
Independent
Frequency Measuring
Service in the Country
ACCURACY
Manufacturers and
Engineering Consultants
COMMERCIAL RADIO
EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

Westinghouse to Raise Strength of Shortwave Signals by New Beams

IMPORTANT changes in the transmitters of W8XK, Saxonburg, Pa., which will have the effect of increasing the signal strength of these shortwave broadcasting stations many-fold, were announced Oct. 26. Radiation will be concentrated on Europe and South America, and the four independent transmitters, in operation several years, will be placed on definite schedules.

Improvements include two directional rhombic antennas, one to South America beamed on Buenos Aires, and one to Europe beamed on London. The South American beam, it was stated, will greatly improve reception not only in Argentina but also Brazil and other South American countries. The European beam will cover England and continental Europe.

The expected power gain will be 25 times on 6140 kc., 36 times on 11,870 kc. and 50 times on 15,210 kc. In modernizing the transmitters, the fully-modulated carriers will be 28,000 watts, 24,000 watts and 18,000 watts respectively on the three frequencies. The fourth transmitter, operating on 21,540 kc. will not be changed and will retain a power of 6,000 watts.

It is expected the South American beam will be ready by Nov. 1, and the European beam by Nov. 15, after which time approximately the original schedule of broadcasts will be resumed. Later it is intended to erect a directional antenna and also to increase the power of the transmitter of W1XK at Millis, Mass.

SPA Uniform Contract

MEMBERS of the council of Songwriters' Protective Assn., including Irving Caesar, SPA president, met with Max Dreyfus, publisher, representing Music Publishers' Protective Assn., and counsel for both SPA and MPPA, on Monday, Oct. 25, to discuss phraseology of the new uniform contract slated for approval within the next two weeks. While terms were not released, they were said to be satisfactory to both groups. The agreement would be retroactive to June 1, 1937. The next step is submission of the contract to SPA members on the West Coast for approval, after which it will be returned to New York for final drafting.

GENERAL CIGAR Corp., New York (William Penn cigars) on Oct. 7 started 10 weekly one-minute WBS transcribed announcements on KGO, San Francisco. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

A Best Buy
in
Southwest Radio
NBC or Spot
10,000 WATTS
KTHS
HOT SPRINGS, ARK.

General Mills Sponsors WMCA Three-Hour Show

A NEW daily three-hour program of WMCA, New York, *Six Star Revue*, includes a complete variety show, ministering to hearts in travail, bridge fans and sports followers. Talent is Ken Strong, All-American football star, for football talks; Waite Hoyt, former Yankee pitcher, baseball talks; Mae Murray, movie star, answering lovelorn inquiries; Frankie Basch, "Roving Reporter", interviewing personalities in headline news; David Bernstein, bridge expert, bridge talks; Powell Clark, with Hollywood news; Garnett Marks with general news and market reports; Bob Carter, racing news; guest stars; and music by Lee Grant's 14-piece orchestra; singers, Larry Winn, Kay & Buddy Arnold; Jerry Baker and Lorraine Barnett; and Don Kerr, master-of-ceremonies. Program, which was sponsored throughout the baseball season by General Mills Inc., is continuing under the same sponsorship.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1937.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared Gate Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—GATE TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

GATE TAYLOR.

Sworn to and subscribed before me this 2nd day of October, 1937.

NATHAN SINROD,
(Seal) *Notary Public.*
(My commission expires August 28, 1938.)

A Life Saved

JERRY WHITE, announcer of the midnight to 3 a. m. program on WIND, Gary, Ind., was busy presenting his feature at the station's Chicago studios recently when he heard a crash on the street below. Concluding his announcement, White called for another recording and rushed to the window. Below he saw the wreckage of a bad auto smashup. He rushed back to the mike where he interrupted the program, announced the collision and the place of the accident and requested that an ambulance be rushed there immediately. The clanging of an ambulance bell was heard shortly and later it was learned that a life had been saved by a matter of seconds. The name of the program, oddly enough, is *The Night Watch.*

James Roosevelt Named To Coordinate Federal Units With White House

WITH the abolition several weeks ago of the National Emergency Council, James Roosevelt, eldest son and a member of President Roosevelt's secretariat, has been designated as the coordinator for independent and emergency agencies of the Federal Government, including the FCC.

This was made known Oct. 21 when the President's son held his first conference with heads of various independent commissions. Chairman McNinch of the FCC was not represented because of FCC activity but it was indicated he would be present at subsequent meetings. This "conference system" is designed to increase efficiency in administering the work of the bureaus involved, it was explained. The plan is for the agency heads to have individual half-hour conferences with Secretary Roosevelt each week. Mondays and Tuesdays have been selected tentatively.

At the White House it was stated Oct. 22 that Secretary Roosevelt was not officially the coordinator but would serve merely as a "clearing house," which the independent agencies had requested to aid in clearing matters through the White House.

Results COUNT MOST

CFCF
MONTREAL
NBC RED and BLUE

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

Remington-Rand Spots

REMINGTON-RAND Inc., New York (Remington electric razor), on Saturday, Oct. 23, used 100-word announcements before and after football games on the following eight stations: WINS, WNEW, WHN, WMCA, New York; WNBF, Binghamton; WMBO, Auburn; WIBX, Utica; and WBRY, Waterbury. The same thing may be done on future Saturdays, but no plans have been made. Agency is Leeford Adv. Agency Inc., New York.

BENTON & BOWLES Inc., New York, will open a Chicago office in the near future, to be headed by Edward Aleshire, now radio director of H. W. Kastor & Sons Adv. Co. Inc., Chicago. The new branch of Benton & Bowles will be organized as a separate agency, retaining only the firm name.

O'DEA SHELDON & Co., New York, has changed its name to O'Dea, Sheldon & Canaday Inc. as the result of a merger with the New York and Baltimore offices of U. S. Adv. Corp.

WHY
do Winston - Salem merchants pay higher rates on WAIR?

WHY
does WAIR run far ahead in number of local-sponsored programs?

THE ANSWER!
RESULTS!

Write! *Wire!* *Call!*
WAIR
Winston-Salem, N. C.

WE BUY ONE OUT OF FIVE, BY CRACKEY!

WDAY's primary audience alone brings you nearly one-fifth the business done in the three states we touch—North Dakota, South Dakota and Minnesota [exclusive of Hennepin and Ramsey counties]. And when you consider that WDAY gives you this audience virtually without competition, we believe you'll agree we've got something! Want a slice of it?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Upper Bands Set Aside for Television

Channels Are Assigned In Ultra Range for Apex Stations

Allocations to Services Relating to Broadcasting

19 Channels Reserved for Television
(In Terms of Kilocycle Width)

44,000-50,000	50,000-56,000	66,000-72,000	78,000-84,000
84,000-90,000	96,000-102,000	102,000-108,000	
156,000-162,000	162,000-168,000	180,000-186,000	186,000-192,000
204,000-210,000	210,000-216,000	234,000-240,000	240,000-246,000
258,000-264,000	264,000-270,000	282,000-288,000	288,000-294,000

75 Channels Reserved for Aural Broadcasting (Apex Stations)
Entire Band from 41,020 to 43,980 kc. (40 kc. separations)

16 Channels Reserved for Relay Broadcast Stations

30,820	31,220	31,620	33,380	33,740	35,020	35,260	35,620
35,820	37,020	37,340	37,620	37,980	39,260	39,620	39,820

SETTING aside seven channels in that portion of the ultra-high frequency range regarded as at present usable for television stations, along with another dozen channels in the upper reaches of the spectrum for visual experimentation, the FCC on Oct. 18 made public its long-awaited allocations to services in the ultra-high bands.

In addition, 75 channels definitely were assigned for aural or "apex" stations in the ultra-high range, to fall in the band from 41,020, to 43,980 kc. The revised allocations were adopted at a meeting Oct. 13, to become fully effective Oct. 13, 1938. All parties in interest, however, have 90 days from the date of issuance of the orders to register objections. Otherwise the FCC will assume that all holders of licenses, whether experimental or otherwise, consent to the changes.

The revised frequency allocations cover the entire range from 10 to 300,000 kc. Heretofore, the FCC regulations have covered only the spectrum from 10 to 25,000 kc. as being subject to regulation for practical purposes, with everything beyond that regarded as entirely experimental.

New Guide Posts

The new allocations were based upon hearings before the FCC June 15-29, 1936, at which leading engineers and others in the industry presented testimony on their work in these bands and set forth their views on bands best adapted for particular types of service. Thus, the new allocations definitely stake off and assign portions of the ultra-high frequencies for particular types of service, but definitely label the broadcast phases (including television, aural broadcasting, etc.) as experimental.

It was pointed out that the FCC order makes only minor changes in the older established portion of the spectrum up to and including 25,000 kc. "However," it adds, "the most significant action is with reference to the so-called ultra-high frequencies up to and including 300,000 kc., and in this the Commission has not only allocated space for various radio services utilized for the preservation of life and property, but also has allocated considerable space for broadcasting, including television.

"The importance of this action is the profound influence it will have upon the development of the radio industry, because in a manner it sets up guiding-posts for every phase of the industry, including research, design, manufacture and practical operation."

In setting aside 19 channels, each 6,000 kc. in width, for television, including accompanying "sound", the FCC made it clear that its investigations "justify the statement that there does not appear to be an immediate outlook for the recognition of television service on a commercial basis." Adding that the FCC believes the public is entitled to this information (presumably to discourage indiscriminate purchases of stock in television companies), it added that it would inform the public from time to time with respect to further developments in television.

Seven channels between 44,000 and 108,000 kc. were made available for television stations. These were requested for the most part by television experimenters at the hearings last June, as being best adapted for use, since equipment has not yet been devised to function in an altogether satisfactory fashion in the higher frequencies. In addition, however, the allocations assign 12 channels between 156,000 and 300,000 kc. for television, apparently earmarking them for the time when workable tubes are devised for these very short waves.

Television stations will be assigned these channels on an experimental basis with the same requirements as are now imposed," said the order. "This experimental basis will be continued until the several remaining technical problems have been solved and standards of transmission and reception are adopted."

Reaction within the industry to the assignment was mixed, with A. L. Murray, chairman of the Radio Manufacturers Association's television committee stating that the FCC had gone only part of the way. The RMA had asked that the FCC allocate the whole band from 42,000 to 90,000 kc. for television experimentation, and instead the Commission scattered the channels not only in this band but far beyond it. The television channels, Mr. Murray pointed out, are sandwiched in between channels assigned for other purposes, whereas the set manufacturers wanted a continuous band.

For "apex" or ultra-high frequency broadcast stations, some 50 of which already are licensed, the order sets aside 75 channels in the band 41,020 kc. During the last two years experimentation with these stations has indicated intensified local coverage in limited areas, and engineers feel confident that ultimately local broadcasting will find its haven in these bands.

"The Commission at an early date," the order continues, "will consider carefully the needs and requirements for high-frequency broadcast stations using both conventional modulation and frequency modulation, as well as the needs of educational broadcast systems. The record of the June 15, 1936, hearing concerning the purpose and needs for the educational systems will be given most careful consideration in the details of assignment."

Relay Channels

Sixteen channels for relay broadcast stations are provided in the band from 30,830 to 39,820 kc. These channels, the order explained, will enable a continuance of the existing stations as well as provide additional facilities for the growth of relay broadcast service. It added: "This number of channels and limited interference range is such that consideration may be given the licensing of every regular broadcast station for two relay stations in this band, the frequencies, however, being available on a shared basis with other relay stations."

In its discussion of television, the FCC pointed out that its action is merely one step of many which are required before the visual art can become a reliable service to the public. Some of these many steps must be taken by the industry in the development of proper standards which in turn the Commission must approve before television can technically be of great use to the public on any scale. Discussing this subject, it added:

"Also the Commission, at the proper time in the future, must determine the policies which will govern the operation of television service in this country, particularly with reference to those matters which relate to the avoidance of monopolies. And the Commission must also in the future prescribe such rules and policies as will insure the utilization of television stations in a manner conforming to the public interest, convenience and necessity, particularly that phase which will provide television transmission facilities as a medium of public self-expression by all creeds, classes and social-economic schools of thought."

Describing allocations for experimental service, the FCC said a number of frequencies throughout the bands 30,000 to 40,000 and 132,000 to 140,000 kc. have been assigned for shared use by all persons who are granted licenses to carry on fundamental research for development of the technique of the radio art. "It is the purpose of the Commission to encourage experimentation in all cases where fundamental research for the development of the technique of the radio art is the prime purpose of such experimentation", it added.

New Allocations

Pointing out that at present many requests are received for the use of radio facilities by services not recognized in the existing rules and regulations, the FCC stated that it is proposed to assign frequencies whenever the FCC finds such use in the public interest on a temporary basis for a specific period of time. For mobile press service, the FCC will provide channels of communication for the collection of press material from points where wire facilities are not available or are inadequate.

To cover the revised allocations, the FCC made public two orders to amend Rule 229 of the existing Rules and Regulations. Order No. 18 covers all frequency assignments from 10 to 30 kc. The assignments from 10 to 25,000 kc., and from 28,000 to 30,000 kc. are the same as in the past. Those from 25,000 to 28,000 kc. have been reallocated, but do not affect broadcasting, as such. Order No. 19 covers the new allocations of frequencies to specific services or classes of stations in the frequency range from 30,000 to 300,000 kc.

"The Commission will at a future date prescribe the restrictions governing the use of specific frequencies to specific services where such intended use may be inconsistent with or not included in existing regulations," it was stated.

That portion of the FCC announcement describing general

Institute of Radio Engineers Praises Appointment of Comdr. Craven to FCC

EXPRESSING its approval of and pride in the appointment of Comdr. T. A. M. Craven to the FCC, the Institute of Radio Engineers, leading professional society of American radio men, through its secreatary, Harold P. Westman, addressed a letter to President Roosevelt Oct. 21 declaring its "feeling of satisfaction at this recognition of the basic need for men of sound engineering training, experience and judgment."

Comdr. Craven, retired naval officer, was selected along with Chairman Frank R. McNinch last August, and his appointment was widely lauded not only by his colleagues in the radio engineering profession but on the floor of the Senate. He has long been a member of the IRE. Mr. Westman's letter to the President follows:

> On Aug. 17 you appointed and on Aug. 21, 1937, the U. S. Senate confirmed Lieut. Comdr. T. A. M. Craven, a member of the FCC. The Institute of Radio Engineers desires to express to you its hearty approval of your choice and its own feeling of satisfaction at this recognition of the basic need for men of sound engineering training, experience and judgment on a Commission where are formulated and enforced the regulations which of necessity shape and control the development of electrical communication.
>
> The Institute of Radio Engineers is the professional society of the youngest and most rapidly developing branch of the communication art. Its 5,000 members take pride in the fact that you chose to fill one of the recent vacancies on the Commission with a member of its own board of directors whose fundamental training and long experience eminently qualify him for the position.

phases of the new allocations, follows:

Order No. 18 carries with it Part I of Rule 229 covering the allocation of frequencies between 10 kilocycles and 30,000 kilocyces. It is pointed out that no changes are involved with respect to frequencies between 10 kilocycles and 25,000 kilocycles and 28,000 and 30,000 kilocycles. Since Rule 229 was printed in 1932, the Commission has from time to time adopted a number of individual changes with respect to certain services. The order gives an up to the minute listing of such changes and should be considered merely as a recapitulation of frequencies in accordance with past actions of the Commission with the exception of the band 25,000 to 28,000 kilocycles, which has been specifically reallocated to new services except for broadcasting between 25,600 and 26,600 kilocycles, effective 3:00 a. m., EST, October 13, 1938.

Order No. 19 carries with it Part II of Rule 229 covering the allocation of frequencies between 30,000 and 300,000 kilocycles. All of the frequencies listed in this range, except amateur between 56,000 and 60,000 kilocycles, are assigned to specific services for the first time. All outstanding licenses in this frequency range, except amateur and point-to-point communication in Hawaii, are for experimental services.

Inasmuch as only a relatively few frequencies above 25,000 kilocycles are now in use, it may be possible for the Commission to make some regular assignments within this band prior to the effective date of the order; however, it is not expected that the existing licensed frequencies will be changed over to the new frequencies or that assignments of a permanent nature will be made on the present experimental channels prior to the effective date of the order.

Although the transmission characteristics of frequencies above 30,000 kilocycles for which commercial apparatus has been provided, are sufficiently well known at this time to leave no doubt as to their usefulness in many established services, there has not yet been enough developments to permit frequencies within this range to be used with closer separations than those shown in the table. In the actual assignments to be made, proper technical considerations will be given to such items as radio wave propagation characteristics, limitations with respect to available equipment, portability of apparatus, frequency band of emission, stability of carrier frequency, selectivity of receivers, power, and station locations.

It is to be understood that the action of the Commission in promulgating Rule 229, listing frequencies above 30,000 kilocycles to specific services, is to serve only as a guide to the specific frequencies which may be used by a given service. At a later date the Commission will modify its rules and regulations governing individual services so as to make provision for restricted use of these frequencies by individual station assignments. For example, it will be noted that twenty-nine frequencies are assigned to the police service in the band 30,000 to 40,000 kilocycles. This does not mean that all of these frequencies are available to all police departments, but rather that the service as a whole will be assigned frequencies from those designated for police use. In all probability, certain of these frequencies will be designated for low-power mobile police operation and will be duplicated over relatively short distances, as compared to the police frequencies which will be assigned for high-power fixed police stations. The regulations embodying restrictions as to all classes of stations will be promulgated well in advance of the effective date of October, 1938, when Order No. 19 becomes effective.

NATIONAL AUTOMOBILE SHOW, held in Grand Central Palace, New York, from Oct. 27 through Nov. 3, is covered by about 20 broadcasts on local stations and networks.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Nov. 2 starts *Melody Mysteries* on 2 Mutual stations (WOR, WNBF), Tues., 8-8:30 p. m. Agency: Lord & Thomas Inc., New York.

AMERICAN ROLLING MILL Co., Middletown, O., on Jan. 2, 1938, starts *Frank Simon's Armco Band*, on the NBC-Blue network Sun., 3-3:30 p. m. Agency: N. W. Ayer & Son Inc., New York.

J. W. MARROW MFG. Co., Chicago (Mar-O-Oil), on Jan. 16, 1938, starts *Henry Busse* on 21 NBC-Red stations, Sun., 1:15-1:30 p. m., currently on 11 NBC-Red stations, 11:45 a. m.-12, but to be discontinued Nov. 28. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling Gelatin), started Oct. 25 participation in *Gretchen McMullen* on 14 Yankee Network stations, Mon. thru Fri., 9:15-9:30 a. m. Agency: Kenyon & Eckhardt Inc., New York.

BARBASOL Co., Indianapolis (shaving cream), on Oct. 29 started *Mary Jane Walsh, Singing Cinderella* on 36 Mutual stations, Fri., 7:45-8 p. m. on 6 stations; 8-8:15 p. m. on 7 stations; 11:15-11:30 p. m. on 23 stations. Agency: Erwin, Wasey & Co. Inc., New York.

LEVER BROS. Co., Cambridge, Mass. (Rinso-Lifebuoy), on Oct. 19 started *Big Town* on 58 CBS stations, Tues., 8-8:30 p. m. (PST). Agency: Ruthrauff & Ryan Inc., N. Y.

NESTLE'S MILK PRODUCTS Inc., New York (milk chocolate), on Nov. 1 starts *Mad Hattersfields* on 2 WLW Line stations (WLW, WHN) for 13 weeks, Mon. thru Fri., 4:45-5 p. m. Agency: Lord & Thomas, N. Y.

DR. FRANK B. ROBINSON, Moscow, Ida. (religious), on Oct. 17 started for 13 weeks *Psychinia* transcription talks, on 12 Don Lee California stations, Sun., 10:45-11 a. m. (PST). Agency: Izzard Co., Seattle.

OLDS MOTOR WORKS, Lansing, Mich. (autos). on Oct. 11 started for 13 weeks *Glen Gray & His Casa Loma Orchestra*, transcriptions, on 11 Don Lee California stations, Mon., 7-7:15 p. m. (PST). Agency: D. P. Brother & Co. Inc., Detroit.

Renewal Accounts

SIGNAL OIL Co., Los Angeles (petroleum products), on Nov. 7 renews for 52 weeks *Signal Carnival* on 8 NBC Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KMED, KHJ, KERN) and KTAR, Sun., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

PET MILK SALES Co., St. Louis, on Nov. 2 renews for 52 weeks *Pet Milky Way* with Mary Lee Taylor, on 56 CBS stations, Tues., Thurs., 11-11:15 a. m. (repeat 3-3:15 p. m.). Agency: Gardner Adv. Co., St. Louis.

WANDER Co., Chicago (Ovaltine), on Jan. 3 renews for 52 weeks *Little Orphan Annie* on 24 NBC-Red stations, Mon. thru Fri., 5:45-6 p. m. (rebroadcast 6:45-7 p. m.). Agency: Blackett-Sample-Hummert Inc., Chicago.

ADMIRACION LABORATORIES, Harrison, N. J. (shampoo), on Oct. 17 renewed *Tim & Irene* on 14 MBS stations, Sun., 6:30-7 p. m. Agency: Charles Dallas Reach Co., Newark.

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleigh, Kool cigarettes), Nov. 12 renews for 52 weeks *Tommy Dorsey & His Orchestra* on 55 NBC-Blue network stations, Fri., 9:30-10 p. m. Agency: BBDO, N. Y.

GOLDEN BEAR COFFEE Co., Los Angeles (Breakfast Club coffee), on Nov. 2 renews for 13 weeks, *Sycamore Street*, dramatic serial, on 3 Don Lee stations (KGB, KHJ, KVOE), Mon., Wed., Fri., 9-9:15 a. m. (PST). Agency, Philip J. Meany Co., Los Angeles.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (cigarettes), on Oct 28 renewed for 13 weeks *Sports Bulls Eyes* on 24 Don Lee stations, Tues., Thurs., Sat., 6:30-6:45 p. m. (PST). Agency, BBDO, New York.

Network Changes

NATIONAL ICE Adv. Inc., Chicago (ice, refrigerators), on Nov. 30 will add 23 stations to *Homemaker's Exchange*, previously scheduled for 29 NBC-Red stations, Tues., Thurs., 11:30-11:45 a. m. (repeat 12:45-1 p. m.). Agency: Donahue & Coe, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), will temporarily move *Town Hall Tonight* to the Coast Nov. 17.

STORE-DOOR DELIVERY OF CUSTOMERS!

WAVE is the *one* station that most Louisville merchants use to turn their precious radio dollars into customers! . . . A recent, full-week program check showed that these merchants use nearly six minutes on WAVE for each *one minute* on any other Louisville radio station! These home-town boys *know* the facts about Louisville stations and Louisville listeners. Would *you* like to know them, too?

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WDRC

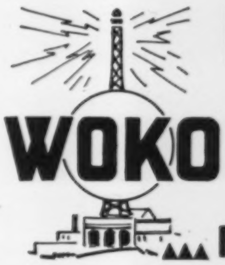
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

A Market Tied Up in a Neat, Compact Bundle,—Easily Delivered

WDRC is the ONLY Columbia Network Station in all of Connecticut, a state whose density of population is fourth in the entire country.

Craig & Hollingbery, Inc.
National Representatives

Basic Network Station of the Columbia Broadcasting System



WOKO

PERFECT *Reception, too,*

FOR YOUR SALES MESSAGE

★ Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had *the* perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story . . . tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, *General Manager*

STATION W·O·K·O ALBANY, N.Y.

Hazeltine Honored

THE first Armstrong medal was presented Oct. 29 to Prof. Louis Alan Hazeltine, of the Stevens Institute, Hoboken, N. J., and Hazeltine Service Corp., New York, by the Radio Club of America, "in recognition of his contributions to radio art and science." The Armstrong medal, named for Maj. E. H. Armstrong, is to be given annually by the club. Award was made at the club's annual dinner, held at the Engineers' Club, New York. Membership numbers several hundred radio engineers.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
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ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Late News Notes

APPOINTMENT of Lesley C. Paul, formerly head of the press bureau of the Westinghouse advertising department in Pittsburgh, as public relations manager of the radio division of Westinghouse, with headquarters in Chicopee Falls, was announced Oct. 26. Mr. Paul's new duties include responsibility for public relations and publicity for the Westinghouse broadcasting stations as well as for the company's plants at Chicopee Falls and East Springfield and the Westinghouse New England district office. He will report directly to W. C. Evans, manager of radio broadcasting for Westinghouse and head of the Chicopee Falls plant.

GEORGE P. HOLLINGBERY, president of the Craig & Hollingbery Inc., announces the opening of a new office at 564 Market St., San Francisco. J. Leslie Meek, active in the newspaper and radio field on the West Coast, has been placed in charge. Other offices of Craig & Hollingbery are in Chicago, New York and Jacksonville.

J. D. WOODWARD, radio engineer with United Airlines, Oakland, Cal., on Oct. 28 joined the consulting engineer firm of McNary and Chambers, Washington. He is the fifth radio engineer on the staff of the organization.

FRED J. HART, president and general manager of KGMB, Honolulu and KHBC, Hilo, returned to the United States Oct. 19 after a three-month sojourn in Europe with Mrs. Hart and their daughter. They visited 25 countries in Europe and in South America during the trip.

WENDELL BARCROFT, formerly of KGGF, Coffeyville, Kan., has joined WREN, Lawrence, Kan., as news editor and special events announcer.

HOWARD E. WOODARD, formerly of the St. Louis Little Theatre group, has joined the announcing staff of WTMV, E. St. Louis. Wendell E. Evans, formerly of WDAE, Tampa, has also joined the staff.

BRIANA GROSSMAN, receptionist at WHN, New York, will be married Nov. 2 to Irving Kern, New York attorney.

JAMES WALDO, new to radio, has been added to the program department of WBBM, Chicago. He comes from Republican City, Neb.

BERNIE MILLIGAN, formerly radio editor of the *Los Angeles Examiner*, has joined the staff of Radio Feature Service Inc., Hollywood.

J. J. DEVINE & ASSOCIATES has been appointed national representative of WHEF, Koskiusko, Miss.

E. KATZ Special Advertising Agency has been appointed national representatives of KVOA, Tucson, Arizona.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Help Wanted: Announcer — must be young, experienced and willing to work. West Texas station. 100 watts. Box 798, BROADCASTING.

Wanted: Chief Engineer for midwestern chain station. State fully experience, references and salary expected. All replies treated confidentially. Write Box 797, BROADCASTING.

100 watt daytime station has opening for good A-1 operator who can copy and announce news. Married man or single man with car. State references and expected salary. Station KBTM, Jonesboro, Arkansas.

Situations Wanted

Operator, age 29, first class telephone-telegraph license. Ten years' experience including 50,000-watt NBC key station. Desires position anywhere. Box 796, BROADCASTING.

ENGINEER — RCA Graduate, have licenses. Several years' experience all phases broadcasting. Highest recommendations. Married. Now available. Box 795, BROADCASTING.

Sports and News Announcer. Two years of specialization in baseball, racing, boxing and football. Now employed but desires change. Box 794, BROADCASTING.

Announcer: Young, unmarried, experienced as announcer, newscaster and advertising continuity writer on 250 watt Wisconsin station. Played in number of radio dramas as well as three years' stage experience. Neither drinks nor smokes. Desires position anywhere. Box 799, BROADCASTING.

Engineer 22 have experience in construction, maintenance and operation of transmitter, studio, and high frequency equipment; desires to make a change. Can furnish satisfaction as well as reference. Midwest only. Box 800, BROADCASTING.

For Sale—Equipment

1 RCA Type 1-A Modified Broadcast Transmitter, output rating 2500 watts, complete with spare tubes, antenna coupler, monitor and all accessories.

Unit meets Federal Communications Commission requirements. Wire or write Radio Station WJDX, Jackson, Mississippi.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Write or Telephone for
A SQUARE DEAL IN MEASUREMENTS
- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within ¼ cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds. Lake Bluff, Ill.

Fulton Lewis Abandons Newspaper Activity for WOL Commentator Post

ANOTHER noted newspaperman has quit the field of printed journalism for that of audible journalism, with the resignation of Fulton Lewis Jr., of the Washington staff of International News Service, to join WOL, Washington, as a news commentator. Mr. Lewis on Oct. 25 began a 15-minute interpretation of the day's news at 11:30 p. m., nightly except Sundays when he is heard at 8:45 p. m. His talks may later be carried on the Mutual Network.

Mr. Lewis

Mr. Lewis, a native Washingtonian, conducted the original investigation for the Hearst newspaper of the air-mail scandals, providing material subsequently used by the Black investigating committee. He also gained fame for uncovering the Farnsworth spy activities for Japan in the summer of 1936 which led to Farnsworth's conviction. During his colorful newspaper career he has covered the State, War and Navy Departments and the White House, and he has made frequent trips with President Roosevelt. He covered the early stages of the 1934 Cuban revolution, bringing back first-hand accounts of the fighting.

He expects to maintain his fishing column in the *Washington Herald* and may later do a fishing broadcast on WOL since he is one of the recognized authorities on that sport in the Middle Atlantic states. WOL uses Transradio news, which is broadcast eight times daily by Walter Compton, who will continue to do straight news announcing.

Bar Group Appoints

THE American Bar Association has appointed its standing committee on communications for 1938 with John W. Guider of Washington, renamed as chairman, and as members Professor Edwin M. Borchard of Yale University Law School, Bethuel M. Webster of New York, former general counsel of the old Radio Commission, Milford Springer of California who is associate attorney of the FCC Telephone Rate and Research Department, and Clyde L. Hester of Jackson, Miss. The committee is planning an extensive research program, cooperating with the law schools of Georgetown University and Yale University in which Mr. Guider and Professor Borchard are faculty members, into pending important legal problems in radio.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich

Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Speaking for Canada

TWO American commentators are being imported for the Canadian National Automobile Exhibition opening Nov. 6 at Toronto. CKCL is bringing Roger Baker of the Buffalo Broadcasting Corp. sports staff for the opening night commentary on the show for Goodyear Tire & Rubber Co. of Canada Ltd., while CFRB on behalf of General Motors of Canada, is bringing Gordon Castles of WJR, Detroit, for a 15-minute Vox-Pop from the show every evening during the week.

AGENCIES ACTIVE IN NEW YORK RACE

MAYORALTY campaign in New York was responsible for between 10 and 20 broadcasts a day on local stations for the Oct. 15-Nov. 1 period. While time was bought at all hours of the day, the early evening hours received most of the business, cutting into the usual broadcasts of dance music from remote pickup points.

Much of the business was placed through agencies this year. Broadcasts of the Progressive Political Party were handled by Jay Lewis Associates; those of the American Labor Party by Halpern Adv. Agency. Business of the Citizens Committee for Mahoney, Taylor and Schneider was placed through Radio & Film Methods Corp., and that of the Democratic State Committee, which used eight Mutual stations for two broadcasts, by Fishler, Zealand & Co. Inc. Marschalk & Pratt Inc. was the agency for 17 broadcasts for the Thomas E. Dewey Citizens Committee. Scheck Adv. Agency, Newark, placed broadcasts of both the Republican State Committee of New Jersey, and the Democratic Committee of New Jersey, for their respective gubernatorial candidates, Senator A. Harry Moore and Lester H. Clee. Other agencies placing political business were J. Stirling Getchell Inc., Birmingham, Castleman & Pierce Inc. and Schillin Adv. Agency.

The local Communist campaign was to cost the party about $9,000, according to William E. Browder, state treasurer of the party, most of the money coming from shop collections.

• THE DAILY HABIT OF OVER ONE-HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details.

FULL TIME CBS STATION

JAMES A. WAGNER
Managing-Director

W T A Q
GREEN BAY • WISCONSIN

Pursang Using 12

McKESSON & ROBBINS Inc., Bridgeport (Pursang), on Nov. 1 started one-minute WBS discs on the following stations, varying from 26 to 54 times: WHAM, WGAR, WWL, WJJD, WJIM, WFDF, CKLW, KWK, WLAA. Stations carrying the discs 10 times weekly are WTAD and WBZ-WBZA. H. W. Kastor & Sons Adv. Co., Inc., Chicago, is agency.

Carnation Spots

CARNATION Co., Milwaukee (Contented Milk), in addition to their NBC-Red *Contented Hour* on 58 stations Monday nights, is using Polish programs on three stations. Called the *Carnation Quarter-hour of Contentment*, the Polish programs are broadcast on WCBD, Chicago, daily except Sunday; WSBC, Chicago, Sunday only and WMBC, Detroit, daily except Saturday. Erwin, Wasey Co., Chicago, handles the account.

Doyle Supplements

DOYLE PACKING Co., Los Angeles, manufacturers and distributors of Strongheart dog food, is using a quarter-hour program titled *Strongheart Lost & Found Dog Column of the Air*, on KIEV, Glendale, Cal., six days a week and a similar broadcast on KALE, Portland, Ore., three times weekly. This is being supplemented by daily spot announcements on KEHE, Hollywood; KLX, Oakland, and KJBS, San Francisco. Agency is Beaumont & Hohman Inc., Los Angeles.

Vick Supplements

VICK CHEMICAL Co., Greensboro, N. C. (cough drops), is placing 25 and 100-word announcements on about 80 stations throughout the country. Frequency and duration of contracts vary with the stations, most of which carry the announcements three or four times a week. The agency is Morse International Inc., New York.

Ingersoll Angling

INGERSOLL-WATERBURY Co., Waterbury, Conn. (watches, clocks), may use chain breaks in New England around the first of the year. Federal Adv. Agency, New York, is in charge.

A fact re WBNS COLUMBUS

Every Client of This CBS Outlet Benefits From

Merchandised Broadcasting

Touchdowns Count 12 Points —*In the Carolinas*

In the Carolinas, you can double your sales points with WIS-WPTF—the two-station team—for one low rate. . . . With favorable low frequencies, these twin stations intensely cover the two richest market areas of the Carolinas to change your sales score from 6 points to 12.

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS, NBC

WPTF
RALEIGH, N. C.
5000 WATTS, NBC

560 WIS 680 WPTF

Represented by Free & Peters, Inc.

Sold at one low rate·

Supreme Court Denies Appeal of 640 Decision

A PETITION for a writ of certiorari to review the so-called "640 case" in which the *Portland* (Me.) *Press-Herald*, was the only successful applicant for a new station, was denied Oct. 25 by the U. S. Supreme Court. The review had been sought by Eastland Co., Portland, after the U. S. Court of Appeals for the District of Columbia had sustained the FCC decision granting the newspaper application. The station, which has been designated WGAN, will operate with 500 watts limited time on the clear channel assigned to KFI, Los Angeles. There is pending before the FCC an application for assignment of license whereby 51% of the stock of the company to operate the station would be transferred to William Campbell and Lloyd Green, former radio editor of the *Boston Globe*, with the remainder to be held by the Gannett Publishing interests.

Cosmetic Prospect

A NEW women's program is being auditioned by Bachenheimer, Dundes & Frank Inc., New York, for an unnamed cosmetic account. The agency is requesting the presence of as many women as possible at the auditions, believing that the feminine element is the one best qualified to pass on the program. When set, the show will be placed on a test basis on 12 stations throughout the country. If well received, expansion will run to over 100 stations.

Music Pact Nearing Completion

(*Continued from page 13*)

ants which figured out the allocation plan on the basis of questionnaires filled out by the affiliates, is now checking the amount for each station with station management so that as copies of the agreement are sent to the stations each can include the amount that the station is required to spend for staff musicians. The few stations which have still not filled out the questionnaire are being urged to do so immediately so their quotas may be fairly determined. It is hoped that all contracts may be completed and returned to New York by Nov. 15, but if this is impossible the AFM board has expressed its willingness to extend the deadline another time for as long as is reasonably needed to assemble the complete set of contracts.

Negotiations will be commenced with the networks for their key stations sometime this week. An amount of $60,000 for each key station of NBC and CBS and a somewhat lesser sum for MBS, which does not sell sustaining programs, has already been agreed on, but the other terms of agreement, which will probably follow the same general line as those worked out with the affiliates, must be drawn up. After these contracts are signed the AFM will be ready to deal with the non-network stations, but when these negotiations will start it is still too early to say.

Representatives of the transcription and phonograph record companies met with the AFM board on Oct. 21, postponed from Oct. 18 until the conclusion of the IRNA negotiations, for a short session in which the union again presented its 16 demands. When the recorders asked to see the IRNA agreement before negotiating one of their own, they were told that their case was entirely different and would be settled on its own merits. That afternoon the recorders met alone and chose a committee to continue meetings with the union board but without power to negotiate an agreement for the group. The members are: C. Lloyd Egner, NBC transcription division, chairman; M. E. Tompkins, Associated Music Publishers Inc.; A. J. Kendrick, World Broadcasting System; Jack Capp, Decca Records Inc.; Stuart Sprague, attorney for E. V. Brinckerhoff & Co.; F. J. Quillan, attorney for WBS, and David Mackay, attorney for RCA-Victor.

It was subsequently decided that the interests of the transcription companies and the makers of phonograph records were so diverse as to be handled separately and a second committee was appointed to represent the latter group.

Members are Milton Diamond, attorney for Decca Records Inc., chairman; David Mackay, attorney for RCA-Victor; R. W. Altschuler, American Record Corp., and Theodore Black, attorney for American Record Corp.

Union Ultimatum

The transcription committee met with the AFM board on Oct. 26 in a stormy session which was terminated abruptly by the union's ultimatum that if they wished to continue to employ union musicians they would have to accept the licenses offered them. Previously the transcribers had objected to the union demands that they refuse to supply transcriptions to stations deemed "unfair" by the union on largely the same grounds as those on which IRNA had based its objections, violation of existing contracts and restraint of trade.

The musicians point of view, as expressed to BROADCASTING by Joseph N. Weber, president of AFM, is that the question to be settled with the transcription makers is purely one of union policy. The AFM, he said, is not asking the transcribers to employ more men or to increase wages, but is demanding that its members work only for those firms which are licensed by the union, the union having the right to devise its own rules and regulations as to the conditions under which its members will work.

He stated that the exact stipulations of the license have not been worked out as yet but that they will follow closely the 16 demands presented last summer. In addition to forbidding the sale of transcriptions to "unfair" stations, the chief demands were for the prohibition of dubbing and of making records by lines from broadcasting studios or off the air; the registration of all records with the AFM, to be cleared by both the AFM and the local before using; and the discontinuance of assignment of rights for use of master records to recording companies by musicians.

Although they are being dealt with separately, the record makers are considered in largely the same category as the transcription firms by the union which will offer them licenses instead of contracts. By presenting their own proposals, however, the recorders feel that they may be able to work out a more satisfactory arrangement than that offered previously. Their acceptance or rejection of the AFM license, like that of the transcribers, will depend on the terms of that document.

CFGP to Debut

CFGP, Grande Prairie, Alberta, takes the air Nov. 2. It is owned by Northern Broadcasting Corp. of Grande Prairie, with Cecil Berry, president, and George Alford, secretary-treasurer. The station will operate on 1200 kc. with 100 watts power. A number of sponsored programs are booked. CFGP is represented by United Broadcast Sales Ltd., Toronto.

Drene to Return

PROCTER & GAMBLE Co., Cincinnati, (Drene shampoo), using quarter-hour discs featuring Jack Randolph on 25 stations, will go off the air during November and December to return in January with the same talent and practically the same list. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

P. LORILLARD Co., New York, auditioned three quarter-hour programs for Muriel Cigars at WOR on Oct. 28—a *Man in the Street* program with Tom Slater, Jack Major's *One Man Variety Show* and a musical act. Account is placed through Lennen & Mitchell Inc., New York.

WDBJ
5000 WATTS (DAY)
1000 WATTS (NIGHT)

GREATER SIGNAL STRENGTH AT NO EXTRA COST

WDBJ has just installed a new Western Electric program amplifier which approximately doubles its signal strength . . . giving increased and more intense coverage to the large group of progressive merchants and manufacturers who are already reaching the *rich* Roanoke and Southwest Virginia markets through WDBJ—only Network station in the Western portion of Virginia. *Rates have not been increased!*

Representatives

CHICAGO — Sears & Ayer
NEW YORK — Craig & Hollingbery

ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE
Merchandising Service

Advertisers Hold Autumn Gathering

RADIO played a smaller part than usual in proceedings of the Association of National Advertisers, which met Oct. 27-30 at the Homestead, Hot Springs, Va. Instead of the usual closed radio session, the ANA scheduled a meeting at which all media were discussed, this occurring on the afternoon of the first day.

Among speakers at the closed session held on the opening day were John Benson, president, American Association of Advertising Agencies; Donald S. Shaw, McCann-Erickson Inc.; Gordon E. Cole, Cannon Mills Inc.; M. H. Leister, Sun Oil Co.; B. C. Duffy, BBDO.

Speaking on the general topic "How to Win Stations and Influence Networks", Mr. Shaw, who is radio director, McCann-Erickson Inc., criticized the apathy of advertisers on questions of importance to the broadcasting industry the solution to which will be reflected in radio advertising rates. The musicians union demands, the chain-break announcement question and similar matters have been largely ignored by advertisers, Mr. Shaw told them, yet they are the ones who will be called on to make up any increased expenditures incurred by broadcasters. Other matters touched on by this speaker were the value of the CAB and other surveys and the question of how many stations make a network.

The session Oct. 29 was opened to invited guests, with speakers including Dr. Alexander Dye, chief of the Bureau of Foreign and Domestic Commerce; Dean Donham, of Harvard Graduate School of Business Administration; Arthur Kudner, head of Arthur Kudner Inc.; Lewis Brown, president, Johns-Manville Corp.; Mrs. W. D. Sporborg, chairman of the legislative committee, General Federation of Women's Clubs.

ASCAP Bucks Laws

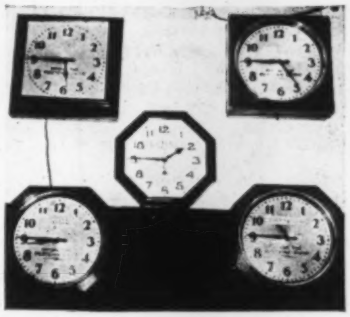
THAT ASCAP intends to combat vigorously state laws seeking to restrict its activity, was made known Oct. 28 by Gene Buck, president of the Society, in addressing its semi-annual meeting in New York. He declared that state groups affiliated with the NAB were responsible for the passage of laws restricting copyright groups such as ASCAP in Montana, Nebraska, Tennessee, Washington and Florida. ASCAP already has taken steps to appeal the actions in the Federal Courts in Montana, Washington and Nebraska, he said.

Local Flavor
Means Local Favor!

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.



CLOCKS—Everywhere in the studios of KLZ, Denver, so news broadcasters can tell what time it is in other countries. The center clock is Denver time.

FCC Charts Plans

(Continued from page 56)

the question of whether it had jurisdiction, and by a 5 to 1 vote, Commissioner Walker dissenting, it concluded that it had. It then considered the motion.

"After such careful consideration," Mr. McNinch recited, "the Commission being under the rule of law as it understands it, obliged to accept the affidavit as true for the purpose of the motion, grants the motion to disqualify Commissioner Payne. I omitted to add, and I am sorry for the inadvertence for the moment, that upon that question, namely the sufficiency of the affidavit, Commissioner Walker's vote should be recorded that he did not vote as he did not believe he was under duty to vote, having first voted against taking jurisdiction—or such modification as Commissioner Walker may desire to make of that if I have inaccurately stated it."

This oral ruling was supplemented on Oct. 25 by a formal written order, predated to Oct. 19 setting forth the grounds on which the disqualification was based, which is published in full text in this issue.

In addition to General Counsel Gary and Assistant General Counsel Porter, Special Counsel Kaufman was assisted in his prosecution by Eugene M. Parter, an attorney in his New York office who handled most of the preparation and preliminary detail, and by Andrew G. Haley, FCC attorney.

"He Just Can't Resist Those Clothing Store Programs on WHB"

WHB • • **Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives.** —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—
DON DAVIS, President, KANSAS CITY, MISSOURI

Armco to Return

AMERICAN ROLLING MILL Co., Middletown, O., on Jan. 2 will return to the air with a program originating at WLW, Cincinnati, and broadcast on the NBC-Blue network. Heard Sundays from 3 to 3:30 p. m., program will feature Frank Simon's Armco band, presenting symphonic numbers. Agency is N. W. Ayer & Son Inc., New York.

Booth Using Spots

BOOTH FISHERIES Corp., Chicago, on Oct. 26 and 27 started WBS discs varying from four to 10 announcements weekly on the following stations: KSL, WFBM, WSPD, WOOD-WASH, WOWO, WJR KMBC. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

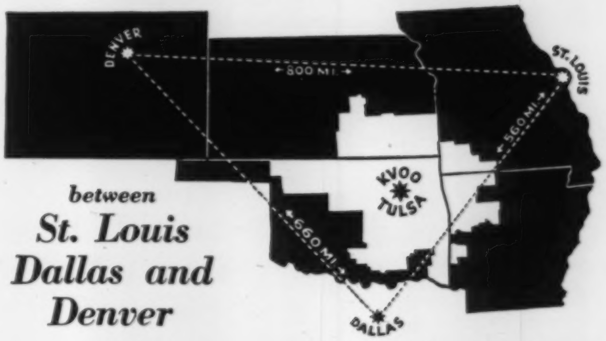
P. & G. Prize Contest

PROCTER & GAMBLE Co., Cincinnati, will conduct a prize contest for best completions of sentence "*I like Chipso because* ____" in 25 additional words or less. Starting Nov. 8, the contest will be broadcast on Chipso's *Road of Life* program, heard five days a week on both NBC networks. For the 30 best sentences submitted, each accompanied by a Chipso box-top or the usual reasonable facsimile thereof, 30 gold Benrus men's or women's wrist watches, worth $49.50 each, will be given daily. Contest, which will run for 25 days, through Dec. 10, will be handled by Elsie M. Rushmore. Agency for Chipso is Compton Adv. Inc., for Benrus Watch Co., Brown & Tarcher Inc.

Sell it to Cohen
Thru—
WLTH
Jewish Radio Station
Jewish Voices of the Street
3 times weekly
Sponsored by
BOND BREAD
WLTH
NEW YORK

OPEN FOR SPONSOR
"THIS WOMAN IN WHITE"
Mystery Serial
By
ADILA COMER
A thrilling new radio show
set in Elite Residential
Hollywoodland.
26 15-Minute Scripts.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

THE MOST POWERFUL STATION



between
St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

Purely PROGRAMS

Hairpins One Dollar

DOLLAR for a safety pin is the price paid by WWSW, Pittsburgh, during its *Radio Swaps*, five weekly programs sponsored by the local Joseph De Roy & Sons, jewelers. Walt Framer and Terry McGrough pop up in different sections of Pittsburgh and offer dollars to their street audience in exchange for trivial items. If the person asked doesn't produce the article, back goes the dollar to the "swap pot" and at the end of the week the "swap pot" goes to the listener who names the most unique item for the coming week's swap. Five items are called for and five dollars offered on each broadcast.

* * *

The Country Press

COUNTRY editors of small town newspapers are interviewed in a Friday night series titled *Editors' Roundtable* on KSTP, St. Paul.

Kids on Street

KIDS-ON-THE-STREET is a new slant given to an old program idea by KMBC, Kansas City, during its weekly broadcast called *Young America Speaks*. Jack Starr and Neal Keehn, KMBC special events men, interview children on their way home from school and pass out samples of Baby Ruth candy (Curtiss Candy Co., Chicago) to those who participate. Besides telling what happens in school the kids tell about what goes on at home which makes for fun all around, says KMBC.

* * *

Fathers of the Funnies

COMIC-STRIP artists are featured on WINS, New York, in a Thursday series called *Fathers of the Funnies*. Problems encountered by the cartoonists in the development of their brain children will be discussed.

GREETINGS
1937

BETTER HEALTH FOR OUR BOYS AND GIRLS . . . PROTECT THEM AGAINST TUBERCULOSIS, THE DISEASE THAT STILL LEADS AS A CAUSE OF DEATH BETWEEN 15 AND 25

BUY and USE
CHRISTMAS SEALS

The National, State, and Local Tuberculosis Associations in the United States

Old Razor Blades

THE IRRITATING problem of what to do with old razor blades was turned into a neat bit of social service by KFRO, Longview, Tex., the other day when it began a series of announcements and set up boxes on local street corners. The old blades are melted down and the steel fashioned into braces for donation to local crippled children. Swords into plough shares, says KFRO, and we're swamped with applause.

* * *

Don't Listen

MAKING use of the old truth that everyone wants to hear what he's not supposed to, a Friday evening program called *Don't Listen* has started on the WLW Line. The series presents unusual men and women in unusual jobs and four announcers preface each interview by shouting "Don't listen!" Pullman porters, chorus girls, jockeys —all sorts of people are featured and WLW says the listener response is terrific.

* * *

As Thousands Jammed

BANG-UP department store dedication was broadcast for an hour on WCKY, Cincinnati, Oct. 27 when thousands of local folk packed Shillito's new store to hear Alfred Segal and Paul Kennedy, staff member of the *Cincinnati Post*, interview the visitors. There were searchlights, a p.a. setup and a speech by the mayor with WCKY right in the middle of things.

A Song a Day

CHILDREN will be taught new songs during *Charlie's Singing School*, a daily 15-minute program on the WLW Line. The idea of this constructive program is to get away from the bang-up thriller programs during the children's hour.

For persons of all ages, the WLW Line has started a Sunday series called *Rural Roundup* which, as the title implies, is a roundup of variety entertainers with the slant on small town carrings-on.

* * *

The Break Is Given

TO GIVE professional entertainers a break and help them avoid the red tape of agency and network auditions, WCFL, Chicago, has started a Wednesday series called *The Talent Scout*. The show gives sponsors a chance to listen to potential talent without being involved and has already resulted in some good talent contracts, says WCFL.

"IT'S GOT MOST OF THE LISTENERS...MOST OF THE TIME!"

The MILWAUKEE JOURNAL STATION WTMJ

SCAVENGER HUNT—Garry Morfit, "Head Huntsman" for the *Scavenger Hunt* of WBAL, Baltimore, registers some of the participants. A list of ten articles is requested at 7:45 p. m. Saturdays. Winners are interviewed over the air at 8:45. Nearly 500 persons stormed studios with the complete list of articles in a recent broadcast. Among requests last week were: A potted plant, a pickle, and an animal. Cats, canaries, dogs, squirrels, chickens, love-birds, snakes and one raccoon were presented to Morfit within the hour.

* * *

Stars Imported

IMPORTING guest stars from Chicago for personal appearances in the sponsor's store has put the SRO sign in front of the Nelson Bros.' Furniture Co. in Milwaukee, according to WTMJ. Once each week George Comte, WTMJ announcer, and Eddie Thompson, radio editor of the *Milwaukee Journal*, interview orchestra, radio, and movie stars for the delight of listeners and fans who crowd the store.

* * *

Flowers and Pep

FLOWERS for the sick are delivered every morning by KDB, Santa Barbara, Cal., during its program called *Pep Unlimited*. The local Alpha Florists foots the bill as a part of its sponsorship and the neatly engraved cards reading "Best Wishes For A Speedy Recovery, KDB" don't cost the station anything, for the printing company has its name on them. Listener interest is very favorable, according to KDB.

* * *

Dogs Are Heroes

EXPLOITS of heroic dogs are dramatized in a Sunday afternoon series on NBC-Blue network for Modern Process Co., makers of Thrivo dog food. An award is given for the bravest dog of the week in the series titled *Dog Heroes*.

* * *

You're a Liar!

LIE DETECTOR provides the interest and furnishes the amusement for a new program series on WJSV, Washington. Theatre goers are invited to the WJSV studios where they try to outwit the gadget.

LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO

Information

PROGRAM information service has been started by WCCO, Minneapolis, to handle the telephone calls of listeners who want to know about program times, contest rules and the personal histories of its guest stars. Its incoming wires are swamped most of the time, says WCCO, in telling of its new service.

Listeners' Digest

HIGHLIGHTING the week's outstanding radio performances in comedy, song, drama and special events, CBS has started a program on its Pacific network called *Listeners' Digest*. The show was created by Charles Vanda, CBS West Coast program director and it will feature mimics of the radio artists whose programs are reviewed.

* * *

Forgotten Heroes

LISTENERS send in toasts to unsung heroes like cab drivers, janitors or telephone girls for a new Friday evening program titled *A Toast to the Town* on KSFO, San Francisco. Designed as a contest program, the Roma Wine Co. of California, its sponsor, gives a radio set each week for the best toast. The show is going great guns, says KSFO.

* * *

Hymnology

HYMNOLOGY is the name that WBNX, New York, has given to its new form of hymn presentation in a Friday afternoon series under the supervision of Miss Eloise R. Griffith. The idea is to give biographic briefs of the composers, the circumstances under which the hymns were written and the different methods of singing hymns up through the years.

* * *

Artists Wanted

FOR THOSE who aspire to a career in radio, WHK-WCLE, Cleveland, has started a weekly show called *New Names* under the supervision of Mendel Jones, WHK-WCLE program director. Artists must have appeared previously on the stage or radio and if liked by listeners, will get repeat engagements.

* * *

Smaller Grows the World

FOREIGN COUNTRIES are saluted in their own languages and music during *Around the World*, a Sunday night program on WHN, New York, featuring Joseph Ries and the orchestra of Virginio Marucci. The series is also carried by the Crosley International shortwave station, W8XAL.

* * *

For Little Tots

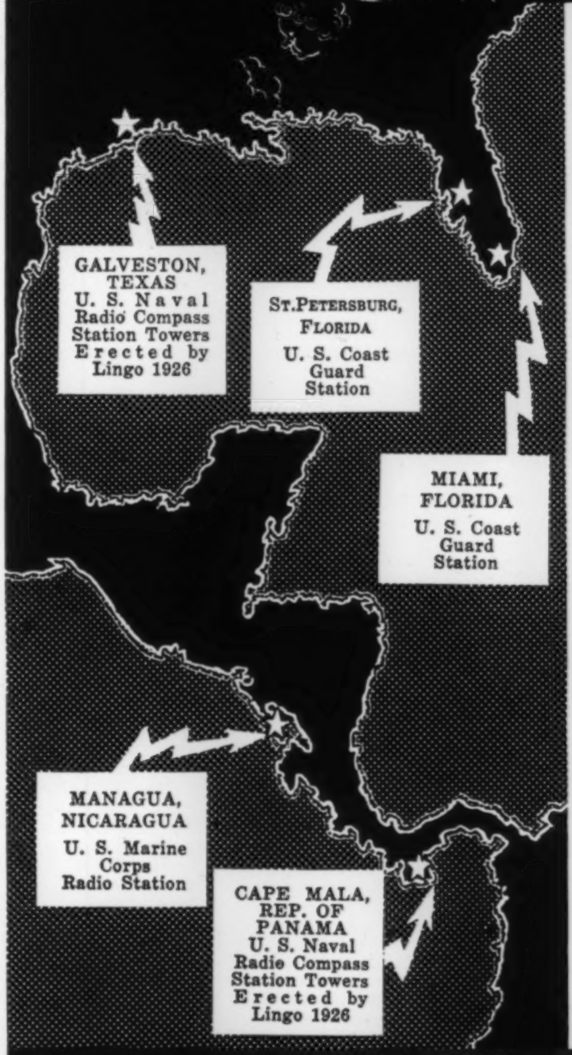
CHILDREN from two to six years old tell their own stories during a program called *Children's Story Hour* on KGVO, Missoula, Mont., sponsored by the local Dairy Farm. In between stories the kiddies sit around and drink milk provided by the sponsor.

* * *

Notes to You

NOTES instead of votes are given contestants who guess orchestra theme songs on WGN, Chicago, during its Monday midnight broadcasts of Kay Kyser from a local night club. A correct guess wins 100 notes and the most notes win the grand prize.

"HURRICANE WARNING!"


GALVESTON, TEXAS
U. S. Naval Radio Compass Station Towers Erected by Lingo 1926
ST.PETERSBURG, FLORIDA
U. S. Coast Guard Station
MIAMI, FLORIDA
U. S. Coast Guard Station
MANAGUA, NICARAGUA
U. S. Marine Corps Radio Station
CAPE MALA, REP. OF PANAMA
U. S. Naval Radio Compass Station Towers Erected by Lingo 1926

TROPICAL HURRICANES PROVE "STORMPROOF STABILITY" OF LINGO STRUCTURES

In the Florida hurricanes of 1926 and 1928 the many Lingo tubular structures safely withstood gales up to 125 miles per hour (practically highest ever recorded in U. S.) *without a single failure*. Lingo tubular radio structures erected for the Navy Department over 12 years ago are still giving *uninterrupted* service in tropical areas. Lingo vertical radiator installations at U. S. Coast Guard Stations in hurricane belt further attest to the stability of Lingo structures. In our 40 years of constructing and erecting vertical structures throughout the world THERE HAS NEVER BEEN A LINGO FAILURE.

This record is important to you. Perhaps your station is not in the hurricane zone, but you *are* interested in a vertical radiator that is constructed to withstand the onslaught of the elements. Lingo Vertical Tubular Steel Radiators made of seamless copper-bearing steel, withstand storms and resist rust.

NEARLY 100% EFFICIENCY

Lingo Tube Radiators give within 3% of 100% efficiency at heights as low as 0.15 wave length. Every detail affecting operating efficiency is tested and approved by Paul F. Godley and Dr. George H. Brown, our consulting engineers.

Write for Folder and Full Particulars Regarding Our Lowered Costs and the 5-Year Insurance Plan that Protects Every Lingo Vertical Tubular Steel Radiator.

JOHN E. LINGO & SON, INC.
Established 1897
CAMDEN, NEW JERSEY

JOHN E. LINGO & SON, Inc., Manufacturers and Erectors of

VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
OCTOBER 16 TO OCTOBER 30, INCLUSIVE

Examiners' Reports . . .

NEW, Richard Field Lewis, Oakland, Cal.—Examiner Seward recommended (I-501) that applic. CP 1160 kc 1 kw D be denied.

NEW, Colonial Network, Providence—Examiner Berry recommended (I-505) that applic. CP 720 kc 1 kw ltd. be denied.

NEW, Geraldine Alberghane, Pawtucket, R. I.—Examiner Berry recommended (I-506) that applic. CP 720 kc 1 kw D be denied with prejudice.

KRE, Berkeley, Cal.—Examiner Dalberg recommended (I-507) that applic. change 1370 kc 100 w 250 w LS unl. to 1440 kc 500 w 1 kw LS unl. be granted contingent upon granting of KGGC applic. change 1420 to 1370 kc and denial of applic. Chase S. Osborne Jr. for new station at Fresno on 1440 kc.

NEW, Chickasha Daily Express, Chickasha, Okla.—Examiner Berry remommended (I-508) that applic. CP 1500 kc 250 w D be dismissed with prejudice.

NEW, Louisville Times Co., Louisville Brdcstg. Co., Louisville—Examiner Hyde recommended (I-509) that applic. new stations on 1210 kc be denied.

NEW, Southwest Brdcstg. Co., Prescott, Ariz.; W. P. Stuart, Prescott, Ariz.—Examiner Seward recommended that applic. Southwest Brdcstg. Co. CP (I-510) kc 100 w 250 w LS unl. be granted; that applic. W. P. Stuart, CP 1500 kc 100 w unl. be denied.

KXA, Seattle—Examiner Berry recommended (I-511) that applic. increase 250 w 500 w ltd. to 1 kw ltd. be granted.

NEW, Harry Schwartz, Tulsa—Examiner Irwin recommended (I-512) that applic. CP 1310 kc 250 w D be granted.

NEW, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb.—Examiner Hyde recommended (I-513) that applic. CP 1370 kc 100 w unl. be denied.

KFJZ, Fort Worth—Examiner Hill recommended (I-514) that applic. transfer control of Fort Worth Broadcasters Inc. to Mrs. Ruth G. Roosevelt be granted.

NEW, Galesburg Brdcstg. Co., Galesburg, Ill.—Examiner Hyde recommended (I-515) that applic. CP 1500 kc 250 w D be granted.

NEW, Leon M. Eisfeld, Burlington, Ia.—Examiner Berry recommended (I-516) that applic. CP 1310 kc 100 w unl. be dismissed with prejudice.

NEW, Standard Life Ins. Co. of South, Jackson, Miss.—Examiner Seward recommended (I-517) that applic. CP 1420 kc 100 w 250 w LS unl. be granted.

NEW, Arthur Lucas, Savannah—Examiner Dalberg recommended (I-518) that applic. CP 1310 kc 100 w unl. be granted.

Applications . . .

OCTOBER 16

WNBX, Springfield, Vt.—Mod. license to Twin State Brdcstg. Corp.

WOMI, Owensboro, Ky.—Mod. CP as mod. increase D to 250 w.

WHEF, Kosciusko, Miss.—Auth. trans. control amended from J. E. Wharton to Roy L. Heidelberg.

KALE, Portland, Ore.—CP change equip., increase 500 w to 1 kw.

OCTOBER 19

WRDO, Augusta, Me.—Transfer control Henry P. Rines to Conrad E. Kennison.

NEW, Greater Greenwood Brdcstg. Sta., Greenwood, S. C.—CP 1420 kc 100 w 250 w D unl.

WTAW, College Station, Tex.—CP change antenna, hours, move trans., asks KTBC facilities.

NEW, L. B. McCormick, Greenville, N. C.—CP 1370 kc 250 w D.

WOW, Omaha—Mod. license to Woodmen of World Life Ins. Society.

KFBK, Sacramento—Exp. auth. facsimile.

KMJ, Fresno, Cal.—Exp. auth. facsimile.

OCTOBER 21

WCHV, Charlottesville, Va.—License for CP change equip., antenna, move trans.

KWNO, Winona, Minn.—Vol. assign. CP as mod. from Winona Radio Service to Winona Radio Service Inc.

NEW, Roberts-MacNab Co., Livingston, Mont.—CP 1210 kc 100 w 250 w D unl., amended to 1310 kc.

NEW, Chester Howarth & Clarence Berger, Wallace Id.—CP 1420 kc 100 w 250 w D unl.

KGCI, Couer D'Alene, Id.—Mod. CP studio site, antenna, trans.

KIEM, Eureka, Cal.—License for CP new equip., increase power.

KSRO, Santa Rosa, Cal.—Mod. license D to unl. 100 w 250 w D.

OCTOBER 25

WPRA, Mayaguez, P. R.—CP change 1370 to 630 kc, increase N to 250 w unl., amended to 780 kc 1 kw 2½ kw D unl., change equip.

WNYC, New York—License for CP new equip.

WJBW, New Orleans—Mod. license from Sh-WBNO to unl. (contingent new freq. for WBNO).

KXL, Portland, Ore.—CP new trans., antenna, change 1420 to 1110 kc, 5 kw N & D unl., move trans. to near Vancouver, Wash.

KTMS, Santa Barbara, Cal.—License for CP as mod.

OCTOBER 28

WTOL, Toledo—Mod. CP re studio, trans. sites, antenna, trans.

KPAC, Port Arthur, Tex.—CP change 1260 to 1230 kc, increase 500 w to 1 kw, change D to unl., amended to 1350 kc.

NEW, Piedmont Brdcstg. Corp., Salisbury, N. C.—CP 1500 kc 100 w D, amended to unl., 100 w 250 w D, change antenna, trans.

WJDX, Jackson, Miss.—License for CP as mod. change equip., increase power.

WLS, Chicago—CP new trans., change antenna, move trans.

NEW, Kathryn B. Gosselin, Aurora, Ill.—CP 1500 kc 100 w 250 w D unl.

KATE, Albert Lea, Minn.—License for CP as mod. new station.

KSD, St. Louis—Exp. auth. facsimile.

WPEN's New Operation

THE CALL letters WRAX will disappear from the Philadelphia radio lanes Nov. 2 when WPEN, which formerly shared the 920 kc channel with it, goes into full time operation with its new 1,000-watt transmitter. George Lasker, newly appointed manager for John Iraci, who recently purchased both stations, announces that WPEN will hereafter balance its programs as between English and foreign language schedules. WRAX formerly specialized exclusively in foreign language programs. Angelo Palange, who handled the Adams Hat sports broadcasts, has been appointed head of the sports department.

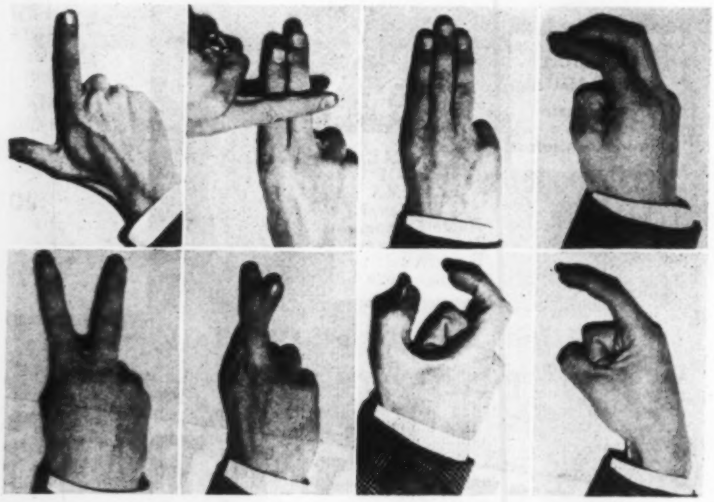
WMCA EQUIPMENT
New Features Are Included In RCA Assembly

EQUIPMENT for the new studios of WMCA, New York, is being assembled at the RCA plant at Camden, N. J. Entirely new in design and construction, the equipment is expected to reduce the risk of error to a minimum. The best features of both rack-mounted and consolette types are being combined, to allow the operator complete control with a minimum of effort. Mechanical equipment is enclosed in new metal desks, which are of modernistic design to harmonize with the decorative scheme of the studios.

The master control room will be simplified. It is furnished with new type RCA amplifiers, and has a special dial control system for remote broadcasts. This dial, in use only at WMCA, will make it possible for the operator to open any of 100 remote circuits simply by dialing for contact. A similar dial system will be installed in all executive offices for selecting any outgoing broadcast from other stations. Executive offices will also have high fidelity reproducing units.

Workshop Subsidiary

FIRST subsidiary of the Columbia Workshop has been formed in Baltimore, is known as Unit 1 and broadcast its first program Oct. 20. Under the general supervision of Irving Reis, director of CBS experimental drama programs, and directed locally by Sidney Paul, young actor and director, the unit is working on a 13-week experimental basis, with broadcasts each Wednesday on WCAO, CBS Baltimore affiliate.



FOOTBALL—At his fingertips is what Bill Stern, NBC Sportcaster, wanted when he devised these signals given to him by "spotters" while the ball is in play. On top, left to right: Backfield in motion; too many time out; unnecessary roughness; interference on pass. Bottom, left to right: Crawling; piling on; holding; roughing kicker.

Three Groups Ask Use of Shortwaves

A THREE-CORNERED contest between World Wide Broadcasting Corp., NBC, and General Electric Co., for the use of the four shortwave frequencies recently released for private use by the Navy Department, was staged in a hearing starting before the FCC Broadcast Division Oct. 29. Out of the plans of the three broadcasting concerns for the expansion of their international shortwave programs, considerable information of value to the American delegation at the Inter-American Radio Conference in Havana is expected to be produced because the four frequencies had been intended for use by the government or by the Pan American Union to send programs to South America.

Walter Lemmon, president of World Wide, occupied the stand most of the Oct. 29 session, describing the additional programs which his station, W1XAL at Boston, transmits over shortwaves four hours each day. A trio of leading officials representing NBC was slated to describe that network's new plans for international broadcasting which necessitate additional frequencies. The NBC witnesses were John Royal, vice-president in charge of programs; Dr. C. B. Jolliffe, chief frequency engineer for RCA, and C. W. Horn, NBC technical director.

NBC recently announced an 18-hour daily service to South America and Europe during which fourteen periods of news broadcasts in six different languages would be transmitted and many of the other programs would be devoted to the dissemination to foreign nations of the "policy making" addresses of high government officials such as speeches by President Roosevelt and Secretary Hull. NBC is asking for a construction permit for W9XF, at Downer's Grove, Ill., using the four frequencies 9,550, 11,730, 15,130 and 21,500 kc., together with 6,100 and 17,780 kc. with 50,000 watts.

A group of witnesses headed by Dr. E. F. W. Alexanderson was slated to present the plans of the General Electric Co. for the use of three of the former Navy frequencies by its station W2XAD in Schenectady with 100,000 watts.

Marconi Memorial

LEADERS in radio have already contributed substantial sums toward the creation of a monument to the late Guglielmo Marconi under auspices of the Veteran Wireless Operators Association. David Sarnoff, chairman of the committee in charge, announces the following subscriptions, although the drive has barely started: Veteran Wireless Operators Association, $100; A. J. McCosker, WOR, $100; Lenox Lohr, for NBC, $250; G. K. Throckmorton, for RCA Mfg. Co., $250; W. W. Winterbottom, for RCAC, $250; C. J. Pannill, for RMCA, $250; Mr. Sarnoff, $1,000.

Equipment

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in November will start to distribute its new transmitter-type microphone. The new instrument will be an airplane desk type for small transmitter stations, and in design is similar to a telephone. It is being produced with the switch at the top of the microphone, in the base as a press button, or in the side of the tube. From the base upward the center of the microphone will be 10 inches or the standard telephone height. The instrument will be furnished with aeroplane or police type of single button, high-sensitivity carbon microphone, or with Brush crystal unit, or as a dynamic.

A NEW medium frequency mobile transmitter has been completed by KFI-KECA, Los Angeles, and was used Oct. 27 on a special Navy Day program over the NBC-Blue West Coast network. Seymour Johnson, of the station engineering staff, designed the unit which can be carried in a sedan and operates from a gas-driven generator. It is of 100 watts power and is adaptable for four frequencies between 1,600 and 2,000 kilocycles.

ASSOCIATED BROADCASTING Co. Ltd., Toronto, has finished building its new studios on the top floor of the Hermant Bldg., using Presto equipment. The company will build similar studios in the near future in its Montreal office. It is now engaged in the production of several made-to-order transcription shows for local Toronto sponsors.

THORNE DONNELLEY, former owner of WDAP which he founded in Chicago in 1921, later selling the station to the *Chicago Tribune* which changed the name to WGN, has started a monitoring service for stations. New firm, which is called Donnelley Monitoring Service, is located at Donnelley & Sheridan Roads, Lake Bluff, Ill., 35 miles north of Chicago.

WEATHER conditions have retarded building on the Canadian Broadcasting Corp. new 50 kw. stations at Montreal and Toronto. Latest information gives the opening of CBF, Montreal, late in November, and CBL, Toronto, Dec. 1.

CHAB, Moose Jaw, is rebuilding its entire station from microphone to antenna. In addition to new RCA microphones, Collins speech input assembly and other control equipment, the station purchased a Canadian Marconi 100-250-watt transmitter, to take care of a raise in power from the present 100 watts.

CKMO, 100-watt station in Vancouver, has modernized its transmitter, remote control equipment and made other technical improvements. The studios have been acoustically treated and enlarged.

UNITED TRANSFORMER Corp., New York, has released a 48-page catalog of broadcast components completely describing its line of wide-range high-fidelity equipment. Printed in three colors, the catalog is thoroughly charted and illustrated.

Universal Microphones

Model "XX" Stretched diaphragm. Standard impedance. Gold spots. Low hiss level. Frequency response. 100 to 4,000 cycles. Furnished in 3 sensitivities. Output level -45 db., sensitive: -50 db., medium: or -55 db., damped. Also a single button model. Send for complete catalog.

LIST $15

Microphone Division

UNIVERSAL MICROPHONE CO. Ltd.
424 Warren Lane, Inglewood, Cal., U.S.A.

TALLEST — Structure in Western New York will be the new 450-foot self-supporting Blaw-Know antenna of WHAM, Rochester. E. A. Hanover, vice-president of Stromberg-Carlson Co., and John J. Long, WHAM chief engineer, are breaking ground for the tower, said to be first of a new type.

WGN, Chicago, has received FCC authority to move its transmitter from Elgin to a site about 24 miles northwest of Chicago. A tract of 101 acres has been purchased. On this site a complete new transmitter, including a 750-foot vertical radiator, will be built. According to Carl J. Meyers, chief engineer at WGN, no tower contracts have been let as yet.

KFWB, Hollywood, has augmented its equipment with a mobile unit mounted in a special truck for coverage of special events and remote broadcasts. In recognition of the efficiency of this equipment, the station has been designated a part of the Major Disaster Emergency Council of Los Angeles and will work in conjunction with city, county and state officials.

FAIRCHILD Aerial Camera Corp., manufacturer of broadcasting sound equipment, announces the removal of its general offices and manufacturing facilities from Woodside, Long Island, N. Y., to larger quarters at 88-06 Van Wyck Blvd., Jamaica, Long Island. The telephone is Jamaica 6-3800. R. H. Lasche is manager of the Sound Equipment Division.

in the CONTROL ROOM

ROBERT MOSS, Burt Capstaff and Carl Lorenz, NBC studio engineers in New York, have been transferred to Hollywood. At NBC, Chicago, four engineers have been added to the staff: Robert R. Jensen, from KLZ, Denver; J. W. Conn, formerly with RCA Mfg. Co. and KMA, Shenandoah, Ia.; M. J. Wilson from WCBS, Springfield, Ill.; and H. F. Abfalter, from WWJ, Detroit.

GRANVILLE KLINK, engineer of WJSV, Washington, and Miss Marian Black, children's hour director of WDAS, Philadelphia, were married Oct. 22.

JOHN SCHNELLER, control board supervisor of KOIN, Portland, Ore., on Oct. 11 married Miss Ella Kowolowski, of Tulelake, Cal., an actress at KSFO, San Francisco.

JACK TIERNEY, for the past six years a member of the technical staff of WXYZ, Detroit, has been appointed night studio supervisor. Karl Scheiren, formerly of WMBC, Detroit, and WJIM, Lansing, and J. D. Flewelling, formerly of WOOD, Grand Rapids, have joined the engineering staff of WXYZ.

ERNIE VOGEL, engineer of KWK, St. Louis, recently married Miss Ann Neise.

FORREST A. HOBBS has joined the technical staff of KDYL, Salt Lake City.

GEORGE LEWIS, assistant technical supervisor of WCAU, Philadelphia, is the father of a baby girl born in October.

DAVID CONLON, chief remote engineer of WLW-WSAI, Cincinnati, is the father of a baby girl born recently.

LEE BERRYHILL has joined the technical staff of the new KSRO, Santa Rosa, Cal.

JESSE MILLER, chief engineer of KUOA, Siloam Springs, Ark., is teaching a radio class at John Brown University.

FRED LIGGETT, chief engineer of WTMV, E. St. Louis, who suffered a relapse during his recoverey from pneumonia, has returned to Florida in an effort to regain his health. Thomas R. McLean is filling the vacancy.

STANLEY THOMPSON, formerly day operations manager at WBBM, Chicago, has been promoted as assistant to Bobby Brown, program director. Louis L. Thompson, no relation, formerly night engineering supervisor, succeeds Stan Thompson as day operations manager.

JOHN LARSON, of the NBC-Chicago engineering staff, has been transferred to the network's New York office, where he is currently helping conduct experimental submarine tests for the U. S. Navy. Wilbur Cummings has succeeded Larson in Chicago.

WCCO Awards Contract

WCCO, Minneapolis, has awarded the contract for construction of new studios to James Leck Co., that city. Work on the $100,000 project is to start at once. C. R. Jacobs, CBS construction manager, has placed Frank Moore of his department in charge. The project marks the fourth time in 10 years that WCCO has enlarged its facilities, according to Earl H. Gammons, manager. Plans were prepared by CBS in cooperation with Hugh S. McCartney, WCCO chief engineer.

LETTERS Patent No. 2,097,392 covering an electronic distributor were issued by the United States Patent Office Oct. 26 to William G. H. Finch, New York radio engineer and former assistant chief engineer of the FCC.

EXACT FREQUENCIES

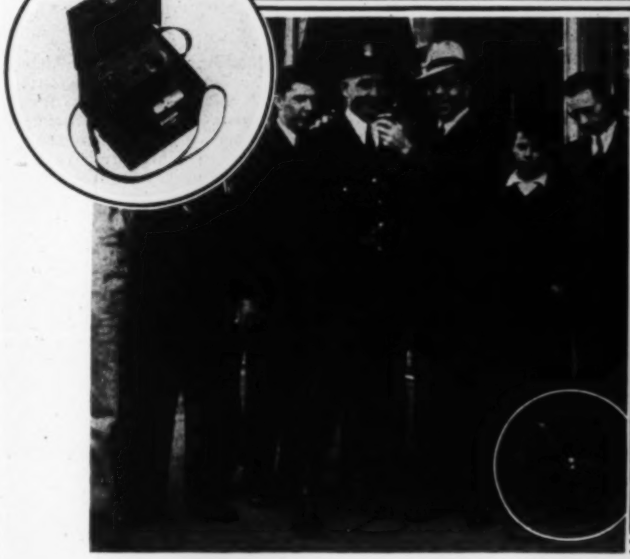
Are easier to get with

Scientific Radio Crystals

- Accuracy *BETTER* than .01%
- Frequency Drift Guaranteed "Less than 3 cycles" per million
- Low Temp. Co-eff. Crystals (complete with holder). Now $40.00. Appr. by F. C. C.

"The Crystal Specialists Since 1925"

Scientific RADIO SERVICE
University Park
HYATTSVILLE, MD.



COLLINS 12Y REMOTE AMPLIFIER

The 12Y is the smallest and most compact single channel amplifier. It more than meets every exaction which can be placed upon it by modern broadcasting.

COLLINS
RADIO COMPANY
CEDAR RAPIDS IOWA
NEW YORK, N.Y.: 11 WEST 42 STREET

Merchandising & Promotion

Almanac Again—Songs in Canada—Barn Folk—Hunt for Heirs—Show Is Born—Cooking Knacks

HORLICK'S MALTED MILK Corp., Racine, Wis., on Oct. 29 on their Lum and Abner program started offering listeners the new 1938 *Lum & Abner Family Almanac*. This is the third successive year the offer has been made. The almanac is sent in exchange for the outside wrapper of a 50-cent or larger size package of Horlick's Malted Milk. In addition to the traditional almanac contents, this year's illustrated book, 32 pages in length, features the Arkansas storekeepers' own full-length story of their adventures in Hollywood; Lum and Abner's special map of the movie capital; a Hollywood "dickshunary"; and their own birthday predictions for every day in the year. The offer will last until about Dec. 1. Lord & Thomas, Chicago, is agency.

* * *

MARSHALL FIELD & Co., Chicago (retail store), on Oct. 20 started a new type of toy merchandising by radio with the features of the merchandise dramatized as entertainment on their *Toy Center Tonight* program on WGN. Heretofore the merchandise or selling points of a sponsored program have been carried only in the brief commercial announcement during the program. In the Field's program, the merchandise has been especially chosen for its opportunities of radio dramatization. In the store's toy center the leading character of the program, Field's Night Watchman, appears in person every day. He works in conjunction with floor displays of the merchandise featured on the programs. A bronze pin, a Key to Toy Center, is given to every child visiting the Toy Center. Programs are broadcast over WGN, Wednesdays, Thursdays and Fridays at 6 p. m. (CST). Show is authorized by Les Weinrott.

* * *

WAAB, Boston, is broadcasting a dramatic series for the Whiting Milk Co., Charlestown, Mass., which offers the high school actors a scholarship to Emerson College, Boston dramatic school, as a grand prize. Boys' clubs attend the broadcasts in groups and the sponsor gives all studio guests a bottle of milk.

3
WESTERN
12
UNION
6
9
ATLANTIC
WHITE FLASH
SCORE BALL
DOWNS
YDS GO
2
14

AIDS FANS—Atlantic Refining Co. has donated large electric 15-minute clocks like this one to several stadia in the East.

CKAC, Montreal French-speaking station, in conjunction with Woodhouse & Co., largest furniture dealers in Montreal, with stores in Quebec and New York, has conducted a survey of listener preference throughout French-speaking Quebec. CKAC carries a community sing-song sponsored by Woodhouse & Co. and last May distributed 70,000 song books, this fall 50,000 books. Of the first lot 25,000 had reply postal cards asking listeners preference questions. These were distributed half in greater Montreal, the remainder throughout the province, with 5,000 replies received by an independent research bureau. The findings are listed in a 30-page booklet, giving a comprehensive survey of French-speaking Quebec covering every possible item of radio data.

* * *

IN CONJUNCTION with its spot series on 34 stations, Oneida Community Ltd., Oneida, N. Y., sent its salesmen for Tudor silverware on a tour of the various stations to set up displays in the studios so that local dealers and merchandising managers might see the exhibit and hear the program. According to BBDO, the company's agency, the tie-in has been effective.

* * *

CJCJ, Calgary, one of the few Canadian newspaper-owned stations, recently put out an eight-page folder showing its coverage and listener preference based on an independent survey, mailing with a rate sheet to advertising agencies and local advertisers. The pamphlet has double-page spread showing studios and technical equipment.

* * *

CKAC, Montreal, Canada, has published a 32-page listener analysis titled *The Quebec Listener Writes His Own Survey*. Based on an anonymous postcard survey of 5,000 Quebec radio homes, the analysis contains detailed breakdown by counties and favorite stations. Included, also, is a complete CKAC rate card.

* * *

OVER 50,000 people attended the four day Pancake Jubilee held recently by KMA in Shenandoah, Ia. Free pancakes and ham, through the cooperation of KMA advertisers, including milling companies, syrup manufacturers and other food distributors, were given guests.

* * *

KGVO, Missoula, Mont., has issued a little folder attractively decorated with drawings of farm characters and animals, to promote its Tuesday evening *Barn Dance*. Piece was prepared by Adrian James Flanter & Associates, promotion counsel for KGVO.

* * *

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), sponsors of *Bachelor's Children* over Mutual and Columbia, received more than 100,000 requests for engraved wedding announcements announcing the marriage of two of the principal characters in the show. The announcements were given out as souvenirs. Roche, Williams and Cunnyngham Inc., Chicago, is the agency.

SKELLY OIL Co., Kansas City, is distributing 500,000 four-page bulletins weekly at all its service stations describing eight actual cases of unclaimed estates. Two cases are dramatized on the firm's *Skelly Court of Missing Heirs* show which started over a midwestern CBS network Oct. 11. Transcriptions of the program are also on seven other stations. The life of George H. Wilkins, assistant traffic manager and purchasing agent of WBBM, Chicago, who died Feb. 15 this year leaving an unclaimed estate valued at approximately $7,000, was one of the two dramatized on the first program. A potential heir has already been found for one of the cases. Blackett-Sample-Hummert Inc., Chicago, is agency.

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STRIKING among recent promotion pieces is the sit-up-and-stay-put brochure, spiral bound, prepared by E. Katz Special Advertising Agency for Iowa Network. With pages printed sideways, the brochure includes a self-supporting gadget. A sweeping red and black color scheme is used to convey terse messages relating to the networks coverage and market, with other sections devoted to publicity, programs and merchandising services. It is shipped in a carton with cellophane window.

* * *

BURDINE'S *Bouquet for Today*, heard daily over WQAM, Miami, is merchandised by the department store through newspaper advertising and special store and window displays. An actual floral gift is presented to some deserving woman at the hour of broadcast each day. Women are nominated for the award and radio tribute by the radio audience writing to Burdine's general manager.

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GROCERY bargains are announced six days a week on KFRO, Longview, Tex., in a program called *Bargains of the Day* featuring last-minute quotations on vegetables and meats. The grocer's price tags read "As Advertised on KFRO" and printed circulars are placed in customers' sacks telling the public to stay tuned to KFRO.

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STANDARD BRANDS Inc., New York, is wrapping bags of Chase & Sanborn coffee in folders carrying pictures of its radio stars, Charlie McCarthy, W. C. Fields, Don Ameche, Herbert Marshall, Nelson Eddy and others appearing on the firm's Sunday evening series on NBC-Red.

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CBS is distributing a folder titled *A Show Is Born* which illustrates the speed with which its West Coast program department worked in producing a recent network show. Done in black and yellow, the folder contains favorable comments of various agency executives on CBS programming.

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KWK, St. Louis, is sending out a folder called "Vital Statistics for Time Buyers" which includes a succinct summary of local business conditions, a coverage map done in red and white and three cuts showing the effectiveness of KWK showmanship.

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THE Sears Roebuck store in St. Louis sponsors *Wake Up & Live* on WTMV, E. St. Louis, with listeners whose names are announced receiving merchandise orders if they phone within 30 minutes. Names are picked from the telephone book.

ON THE FLY—To the tune of Lohengrin, this couple took marital vows in an airplane, with WOR, Newark, providing music and putting the ceremony on the air. Left to right are Dr. Henry Merle Mellen, of the First Presbyterian Church, Atlantic City; Jerry Danzig, WOR announcer; Lylburn Albertson and Sara Brittingham, the marital duo.

HONOLULU Broadcasting Co. Ltd. (KGMB-KHBC), is mailing a 32-page brochure the text of which begins, "Setting aside the glamorous (and very much over-sold) hula-hula dancers and getting right down to business . . ." and proceeds to give a concise summary of business and radio in the Hawaiian Islands. Filled with scenic views, the brochure makes its facts graphic by comparing the islands' business conditions with areas in the United States of comparable population. An important feature of the booklet is the constant attempt to replace with facts the illusions that people living on the mainland may have about the islands.

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MERTENS & PRICE Inc., Los Angeles production concern, is producing 26 quarter-hour episodes of *Dining With Dad*, new transcribed musical serial featuring Wade Lane and Leone le Doux, former musical comedy troupers. Series, being cut by Recordings Inc., Hollywood transcription firm, has already been reserved for Canada by the All-Canada Broadcasting System, Winnipeg. An extensive merchandising program is being worked out for the feature.

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KGIR, Butte, is sending *Little Knacks of Cookery*, a booklet containing 186 hints on cooking, to homemakers in its area. Included in the 24-page booklet are such hints as "How to get more juice out of a lemon" and "How to peel and slice an onion without weeping." The booklet is published by Anton Peterson, Chicago radio premium manufacturer.

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WSM, Nashville, has published a 16-page roto booklet called *WSM Radio News* which pictorially describes programming and staff functions in addition to relating the part played by WSM during the January floods. The booklet is being distributed by salesmen of the National Life & Accident Insurance Co., owner and operator of WSM.

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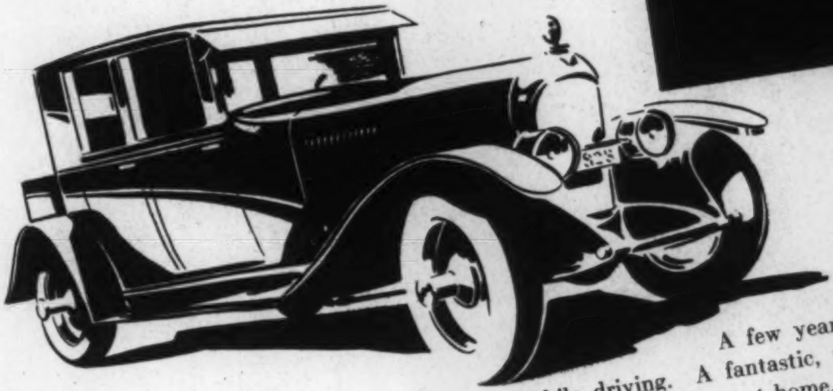
SELLING used cars by radio is not a new sales method, but a different slant is produced when the demonstration is broadcast while the car is on a trial run so that customers can hear the motor and listen to the springs. WATL, Atlanta, figured out this novel sales scheme and reports that it's working well.

XUM

A RADIO for my Car?

[redacted]



A few years ago no one dreamed that he could listen to radio while driving. A fantastic, unbelievable thought! If he wanted to listen to the radio he must stay at home.

[redacted]

TODAY, radio programs are so interesting, so compelling that the listener must take them with him as he drives in the country, goes to the office, or takes a run around the block. Automobile and radio go hand in hand. Both have grown and are growing mightily.

Countless motorists enjoy and appreciate WLW programs. Travelers on trains, airplanes are included in the WLW audience. WLW's influence has helped to promote radio listening when circumstances might have prevented fans from hearing their favorite program.

RADI [redacted]

DEDICATED TO THE SERVICE OF MILLIONS